SR'S FIFTEENTH ANNUAL ADVERTISING AWARDS

Saturday Review

April 8, 1967 35¢

BEHIND THE LINES—HANOI

IS THERE A WAY OUT OF THE VIETNAM WAR?

By Harrison Salisbury

Playwright Harold Pinter talks about "The Homecoming" (see Theater)

AMBASSADOR COLL LIBR
BOX 927
BIG SANDY TX 75755

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

If you think it's beautiful now,

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

wait until we chop it all down.

To the average American, those are fighting words. All he can think of are acres of virgin forest reduced to ugly tree stumps.

Yet the truth is, most virgin forests are already doomed. They're waging a constant, losing battle against disease, insects and wildlife. A battle where death always more than offsets growth.

But when a company like Olin comes in and cuts down a stand of trees, it's like gardening on a grand scale.

New seedlings are planted and grown under the best possible conditions. Excess undergrowth is thinned. Protective sprays and fertilizers are applied.

The result is a healthier, more abundant forest. One that's far more productive than the original forest.

Now, we don't claim to do this just for the public welfare. After all, we do make a lot of paper and lumber products.

But long ago it became obvious to the people in our business that they would have to look ahead.

That's why in 1941 they formed the American Tree Farm system—a voluntary program of scientific forest management by private landowners.

It's led to more forestry progress in the past quarter-century than in the entire previous history of our country.

For example, where in 1941 forest fire losses were 26 million acres, by 1964 they had dropped to only 4 million.

And where before 1941 less than 5 million acres had been planted in timber, since then almost 22 million acres have been planted.

Don't think the Tree Farm system is just a selfish way to give ourselves a permanent source of raw materials, either. It's not.

It's also designed to preserve wildlife, protect watersheds and even create public recreation areas within the forests themselves.

So when we go in and chop down some timber, please excuse us if we ignore the dated cry of "Woodman, spare that tree!"

We're not ashamed of what we do.

Olin

Olin is Chemicals, Metals, Squibb Pharmaceuticals, Paper & Packaging, Winchester—Western Arms & Ammunition.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Roger Piaget
Le Pavillon, Peru
Chef Piaget, originally a native of Switzerland, now owns one of the famous restaurants in South America. From his kitchen comes CONCHITAS DE ABANICO, *scallops delicately flavored with garlic, butter and cheese broiled in shells.*

Alex Cardini
Cardini's, Mexico City
Chef Cardini is famous not only for his restaurant but also is credited with developing the original Caesar salad (named after his brother) in 1926. He introduces a new SALAD INTERNATIONAL *for Braniff in 1967.*

Willie Rossel
Executive Chef
Braniff International
Before joining Braniff Chef Rossel won two Olympic medals for his food. Of the dishes he has prepared for us his favorite is CEVICHE DE CORVINA, *fish marinated in lemon juice, garnished with cold sweet potatoes, slices of corn, onions, lettuce, peppers and parsley.*

Federico Buecker
The German Club, Buenos Aires
Head Chef of one of the most famous restaurants in a city of famous restaurants, Chef Buecker's favorite part of the meal is dessert. You will understand why when you sample his MONTANA DE SANTOS, *a mousse, flavored with chocolate and brandy, and topped with a mountain of mocha cream, laced with Kahlúa.*

Felix Meier:
Manager, La Fonda del Sol, New York
Chef Meier was trained in Europe and is now responsible for the food served at one of New York's outstanding restaurants. His pet dish is RICE COLONIAL, *beef tenderloin, veal, filet of sole, apples, bananas arranged on a bed of white rice and topped with curry sauce, coconut and almonds.*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Our battle for men's stomachs.

Five world famous chefs are enlisted in a glorious cause in behalf of Braniff passengers everywhere.

They have declared unlimited War on Soggy Toast.

Also on overdone steak, and cold hors d'oeuvres.

(These are a few of the problems that have plagued airline chefs for years.)

Months ago we put their pots and pans to the ultimate test.

"Prepare airline food," we said, "that will taste as good as the food you serve in your own celebrated restaurants."

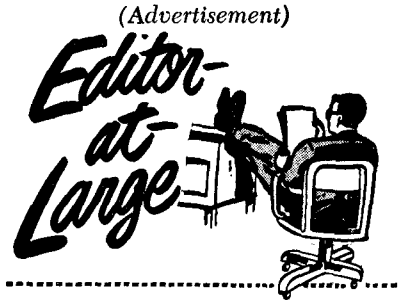
Not being airline chefs, they didn't know that it couldn't be done.

So, of course, they did.

The Braniff Board of International Chefs.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

(Advertisement)



It is a fairly well established fact that many Americans work for corporations. It is less well established that few Americans understand very much about the modern corporation.

Most of us know that a corporation is a legal entity, not human. But this notion is confusing. We also know that a corporation can have a "personality, character," and that most of them are nothing if not the sum of their human elements. Because a corporation is, in that sense, human, it is often baffling, contradictory, stupid, and once in a while wonderful.

When young people come to work, they always think The Company should be smarter than anyone. They think the Table of Organization is really the way it is. They look for firm "policies," procedures, clearly defined goals. When they discover that the people of the corporation are usually no less fallible, gullible, creative, charitable, or foolish than those in the school the student has just come out of, they go into shock. For some, disillusionment begins here. For others, opportunity.

Run-of-the-mine critics continue to portray corporate man as a blend of grub, money-worshipping tycoon, and witch doctor. Now a corporate man, Carl Kaufmann—he's with DuPont—has written a book of real value. His *Man Incorporate*, writes the *Virginia Kirkus* reviewer, is "concerned with the tools and techniques, the ideas about himself and his labor . . . with the relationship between the individual and the organization, and the preservation of man's sense of identity." Mr. Kaufmann is not easily impressed by the promises of the heralded "leisure society." "Failing to find purpose in his work," he writes, "man is not likely to find sufficient purpose anywhere else."

Kaufmann's "eyes are wide open, his arguments persuasive," says the *Kirkus* review. What he sees in *Man Incorporate* should be seen also by parents, thoughtful high school and college seniors and their guidance people, by men running corporations and by men running in them.

L. L. Day

EDITOR-AT-LARGE

Man Incorporate ($5.95), by Carl B. Kaufmann, is published by Doubleday & Company, Inc., 277 Park Avenue, New York 10017. Copies may be obtained from your own bookseller or at any of the 32 Doubleday Book Shops, one of which is located at 1411 Commerce Street, Dallas, Texas 75201.

Saturday Review

Cover photo by Antony Di Gésu

April 8, 1967

SR: Ideas

29 Is There a Way Out of the Vietnam War? by Harrison Salisbury
35 A. J. Muste 1885-1967, by Nat Hentoff
36 The Environment of Language: An Editorial

SR: Communications

73 Closing the TV Quality Gap, by Richard L. Tobin
76 *SR*'s Fifteenth Annual Advertising Awards: To Understand or Not to Understand, by William D. Patterson

SR: Books

39 Literary Horizons, by Granville Hicks
39 Index of books reviewed

SR: Departments

8 Phoenix Nest: Martin Levin
14 Top of My Head: Goodman Ace
16 State of Affairs: Henry Brandon
22 Trade Winds: Jerome Beatty, Jr.
37 Letters to the Editor
40 Literary Crypt
45 Booked for Travel: Horace Sutton
48 *SR* Goes to the Movies: Arthur Knight
50 Music to My Ears: Irving Kolodin
55 Wit Twister No. 2
56 Theater: Probing Pinter's Play, by Henry Hewes
64 Literary I.Q.
71 TV-Radio: Robert Lewis Shayon
104 Kingsley Double-Crostic No. 1722

Saturday Review published weekly by Saturday Review, Inc., 380 Madison Ave., New York, N. Y. 10017. Chairman of the Board, J. R. Cominsky; President, Norman Cousins; Vice President and Treasurer, Nathan Cohn; Vice President and Secretary, W. D. Patterson; Advertising Director, Harry T. Morris; Director of Advertising Services, Robert A. Burghardt; Director of Promotion and Research, Stephen E. Silver; Circulation Director, R. F. Goodman; Circulation Consultant, Bert Garmise; Assistant to the Publisher, Marion Urmy. Subscription $8 a year. Member Audit Bureau of Circulations, Vol. L, No. 14, April 8, 1967, Second class postage paid at New York, N. Y. and at additional mailing offices. Indexed in the "Readers' Guide to Periodical Literature."

© 1967 by Saturday Review, Inc. All rights reserved under the Berne and Pan-American Copyright Conventions. Reproduction in whole or in part of any article (in English or other languages), without permission is prohibited. Printed in the United States of America.

Unsolicited manuscripts cannot be returned unless accompanied by a properly addressed envelope bearing sufficient postage. **Send all remittances and correspondence about subscriptions, undelivered copies, and changes of addresses to Subscription Department, SATURDAY REVIEW, 380 Madison Ave., New York, N. Y. 10017.**
BRANCH ADVERTISING OFFICES: Chicago, Richard K. Sullivan, 401 North Michigan Avenue, Chicago, Illinois 60611; Detroit, Bruce E. Miller, New Center Building, Detroit, Michigan 48202; West Coast Offices: San Francisco, Fletcher S. Udall & L. H. Sanford Heckinger, 417 Montgomery Street, San Francisco, California 94104; Los Angeles, Fred Beck, 3850 Wilshire Blvd., Los Angeles 90005; Southeast Office: Ray Rickles & Co., 3783 Pine Tree Drive, Miami Beach, Florida 33140.
Printed by the McCall Corporation, Dayton, Ohio.

13/13 Vietnam: Search & Destroy

A photographic essay by GORDON BAXTER

From the introduction by **CHET HUNTLEY:**
"A valuable contribution to understanding what the American soldier is doing."

On February 13, the men of India Company, 3rd Battalion, 1st Marines, moved into the village of Tha Binh. Before it was secure, they had lost 13 men. With camera and an accurate eye, Gordon Baxter takes you with this unit to share the fear and the fury of combat.

From **GENERAL WALLACE M. GREENE, JR.,** *Commandant, U.S. Marine Corps:—*

"... my compliments to Mr. Baxter on a perceptive and thorough job of reporting. Mr. Baxter's photographic essay is significant in this regard, as a graphically documented chronicle of a crucial time in United States and world history."

From **EVERETT M. DIRKSEN,** *Senator from Illinois:—*

"Mr. Baxter's episodic view of our military operations in Vietnam is an excellent pictorial synopsis of the total story. Mr. Baxter is to be congratulated for his excellent work in telling us what this commitment is and what this dedication means to those directly involved."

From **RALPH W. YARBOROUGH,** *Senator from Texas:—*

"13/13 can hold its own with any photo-journalism I have seen on the Vietnam war. It shows what was seen and reports what was heard to make a timely document on the face of war."

JUST PUBLISHED

THE AUTHOR'S ROYALTIES ARE SHARED WITH The Marine Corps Reserve Action Fund for Vietnam administered by **CARE, INC.**

At your bookstore now.

$6.95 *105 photographs, 17 in full color*

The World Publishing Company, Cleveland and New York
A Subsidiary of The Times-Mirror Company

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

WHAT IS U.S. STEEL DOING ABOUT AIR AND WATER POLLUTION CONTROL?

Since 1951 alone, U.S. Steel has spent an estimated $200 million for the installation of devices for the abatement of air and water pollution.

A big problem remains, however. It is the matter of designing the most efficient and economical devices, and that's a difficult job. In many cases, it costs as much—sometimes more—to remedy the final five per cent of air or water pollutants as it does the first 95 per cent. That final five per cent is the tough one.

U.S. Steel's $200 million investment in cleaner air and water indicates pretty well our attitude toward pollution control; and each new facility we build is equipped with the latest available anti-pollution devices.

And we'll be spending more millions on air and water pollution control as we continue our expansion and modernization programs all across the country, because U.S. Steel believes it has an obligation to its neighbors to help conserve natural resources. And, besides, we breathe the air and drink the water, too.

USS United States Steel

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Goodyear
polyest

and a new long-distanc

The new Custom Power Cushion built with Goodyear Vytacord polyester cord. Tested at over 100 mph. As smooth riding as rayon. As strong as nylon. Stable on high-speed turns. 3.5 billion miles of testing prove it.

1938: *Goodyear introduced the first rayon cord tires for a smoother ride.*

The first rayon cord tires for a smoother ride were introduced by Goodyear.

Nylon cord tires for extra strength were another Goodyear first.

For the past 15 years, Goodyear engineers have worked to perfect a new kind of tire. Not rayon or nylon, but a tire with a cord of a new, incredibly strong and stable synthetic–polyester.

Goodyear's Vytacord.

First, they had to develop an adhesive system strong enough to bond polyester cord to the rest of the tire.

1947: *Goodyear introduced the nylon cord tires for extra strength*

Then Goodyear built its own polyester plant so that Goodyear engineers could control its quali

Finally came the testing of the new tires the selves. 14 million punishing miles on laboratc machines. 25 million more miles on Goodyea own proving grounds. 30 million miles of t kind of driving you do, on taxis, airport limc sines and rental car fleets. Still more testing

Vytacord, Custom Power Cushion —T.M.'s The Goodyear Tire & Rubber Company, Akron, Ohio.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

pioneers
er cord

tire is born.

peeds you'll never drive – over 100 miles per hour.
.5 *billion* miles of testing in all.

Here's what the testing proved:

Tires built with Vytacord polyester cord ride s smooth as rayon on the roughest roads.

They're as strong as nylon at turnpike speeds.

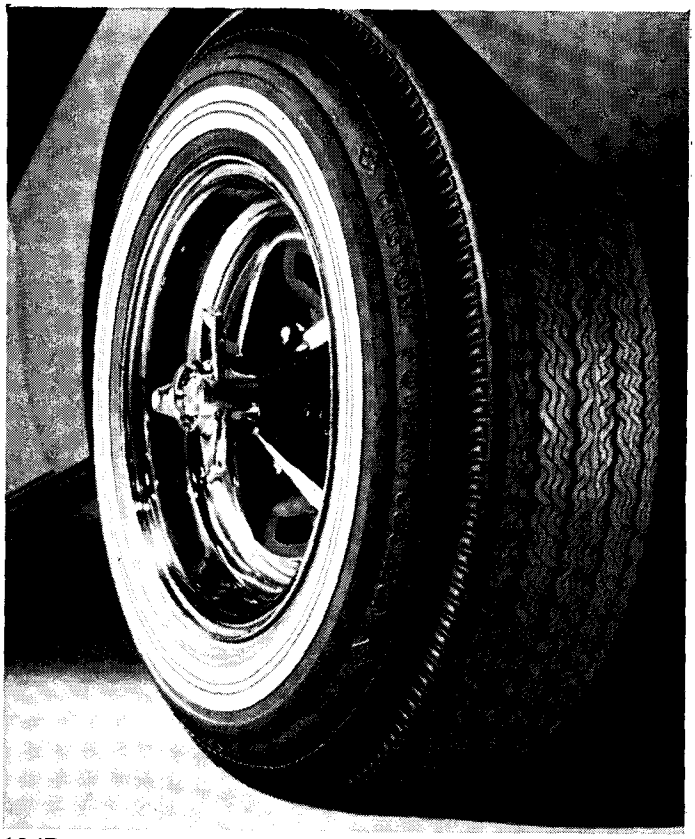
They remain remarkably uniform and stable n high-speed turns for better control.

They fight squirm–lay an even footprint on the oad–for long tread life.

They won't flatspot when they sit still and then ıump when you start out.

It all adds up to a new long-distance tire–the est kind of tire you can buy for today's highway peeds.

And you can get it from Goodyear right now– ıe popular-priced Custom Power Cushion with 'ytacord polyester cord.



1967: *Goodyear introduces the new Custom Power Cushion with Vytacord polyester cord. Smooth riding as rayon. Strong as nylon.*

GOODYEAR

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Bold new Brut for men. By Fabergé.

If you have any doubts about yourself, try something else.

For after shave, after shower, after anything! **Brut.**

On The Radio:

EXCITEMENT MOUNTS

THE RADIO says the ECONOMY will GRIND TO A HALT unless a new contract is HAMMERED OUT. That much I hear, let the rest go: I listen only to the hollow echoes of tired words that blur reality and destroy it.

STREET FIGHTING (the radio says) FLARED; A FRESH OUTBREAK OF VIOLENCE marks; PICKET LINES ARE THROWN UP AROUND; in committee room, courtroom, corridor, lobby, there are HEATED EXCHANGES; a storm DUMPS 12 inches of WHITE STUFF; a FOG BLANKETS ICY ROAD CONDITIONS HAZARDOUS for drivers URGED TO STAY AT HOME or USE THE NEAREST AVAILABLE FACILITIES; SHIPS LIMP INTO PORT after BATTLING HIGH SEAS and WINDS OF GALE FORCE (never gales but winds of gale force); and nothing is IMMEDIATELY KNOWN—not the cause of plane crash, early morning fire, explosion, border incident, breakdown on the New Haven.

Meanwhile, MEANWHILE, a STRIKE IS AVERTED, a COLLISION NARROWLY AVERTED, a PRISON BREAK AVERTED, AGREEMENT REACHED, NEW PACT SIGNED, THOUSANDS OF COMMUTERS DELAYED, THOUSANDS OF SUBWAY RIDERS LATE, HORRIFIED BY WOMAN'S PLUNGE, NEW DEMANDS MADE, PEDESTRIANS SCATTERED IN WILD MIDTOWN CHASE, TIE-UP AVERTED, EXPULSION ORDERED, RING (spy, vice, narcotics, smuggling, counterfeiting, abortion, gambling) BARED.

NEW DANGERS LOOM (on the radio), NEW OPTIMISM, HOPES SOAR, FEARS RISE, HOPES DIM, VANISH AND DASHED . . . It was REVEALED, BECAME KNOWN, WAS LEARNED, REGARDED AS CERTAIN.

The backfiring sounds like GUNFIRE, the gunfire sounds like BACKFIRING, almost every explosion sounds like an ATOMIC BOMB BLAST. My mind scuffles with the shadows of meanings.

—JOHN FERRIS.

If a Body . . .

WHEN Dr. Robert Claypool died, his obituaries appeared only in the papers of southern Indiana, where he was known as a skilled surgeon and was very well liked. His chief claim to fame, however, as the newspapers duly noted, was the close friendship between him and the late, world-famous Dr. Karl Andersen, which had started when they were medical students at the University of Michigan. It was dormitory convenience that had brought these two men together—Andersen, the calm, big, clear-eyed Swede from Minnesota, and Claypool, eager, small, intense, with an ambition that was basically driven by a fear of failure.

When Dr. Karl Andersen died, his obituary in *The New York Times* had started with a column on page 1 and concluded with another column and a half on the obit page. Around the world, papers gave considerable space to the death of this Nobel Prize winner. None of them, however, mentioned what he was most famous for in his class at the medical school and I think it an anecdote worth the telling even at this late date.

At the end of the term the freshman class had been told that in the course on anatomy the following year much time would be devoted to the dissection of the human body. The class, however, was made responsible for supplying the cadavers. Members were given a vague list of sources—places and institutions where unclaimed bodies were most likely to be located. Those who didn't succeed in bringing back a cadaver could buy into a classmate's, as half a one was sufficient for the needs of the course.

When the class returned the following fall, the great question of interest was, "Did you get a cadaver?" Karl Andersen, when asked, answered, "Yes, a male about twenty-six or twenty-seven in excellent condition."

"How did you get him?" they queried.

"I shot him," Andersen answered.

And so he had.

When Karl had gone back home for the summer, to Northfield, Minnesota, he had got a job in the doctor's office which was over the bank. He helped receive patients and send out bills, and while the doctor was out making house calls stayed in the office, took messages, and read medicine.

This was the historic year of 1876 when the James Boys and their gang rode into town and held up the Northfield bank. Upstairs in the doctor's office Andersen heard the shouts and the shots. He went to the window where he could see on the street below two or three members of the James gang on horseback firing their pistols into the air to cow the populace. Andersen went to the closet where the doctor kept his hunting rifle, loaded it, threw open the window, and drilled one of the raiders through the head. This gave heart to other citizens and the gang was driven out of town. Karl was a hero of the oc-

Partners in Crime

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Swissair joie de vivre run to the Swiss Riviera

It leaves every day in the week.
From New York. Or from Chicago* via Zurich.
To Geneva.
The hub of 25 resorts, cities, towns,
and villages along Lake Geneva.

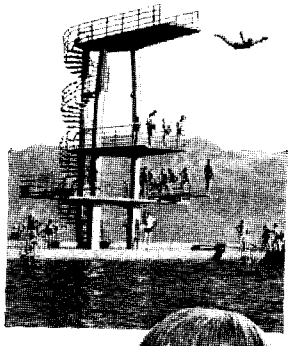
It comes complete with:
Sun. Lidos. Swimming pools. Bikinis.
Casinos. Nightclubs.
Lakeside promenades. Mountain promenades.
Winecellars. Cafés.
Romantic restaurants. Continental cuisine.
Water skiing. Mountain skiing.
Sailboats. Speedboats. Fabulous hotels.
Ridiculously reasonable prices.

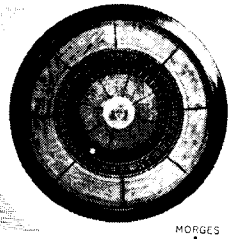
If you really want to go somewhere
for a change this vacation,
call Swissair. We're in principal cities.

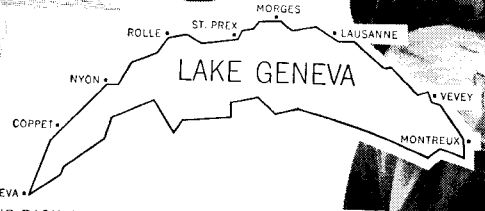
Or see your travel agent.
Tell him you're intrigued.
Ask him to get you on
our *joie de vivre* run
for $360 round-trip from New York.
(Otherwise known as our 14/21 day economy
excursion fare.) Or ask your travel agent
to get you our new low $268** group fare.

And when you land on the Swiss Riviera,
make sure to order a "Bikini Steak."
For your first taste of *joie de vivre*.

SWISSAIR







*FOUR FLIGHTS A WEEK FROM CHICAGO. **GROUP INCLUSIVE TOUR BASING FARE FROM NEW YORK; MINIMUM 15 PASSENGERS; PLUS $70 LAND ARRANGEMENTS.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Angel. She-devil. Idol of the world.

Sarah Bernhardt was the most talked-about, written-about, honored —and maligned—woman of her time.

Stories still circulate about her loves and lovers, her vast fortunes, eccentricities, whims and scandals; her acts of patriotism and tenderness, her explosive temper, and the hypnotic acting ability with which she conquered the world.

Today, Bernhardt's biography, *Madame Sarah,* is a runaway best seller. Thousands of people are buying it at their bookstores.

And this April millions of people will read it, condensed, in The Reader's Digest.

Digest editors spend thousands of hours each month reading books from all publishers, selecting those which seem best to them. And The Reader's Digest also commissions books. *Madame Sarah,* by Cornelia Otis Skinner, is only one of many distinguished, best-selling books which have been written with Digest sponsorship. Two other current examples: *The Last Battle,* by Cornelius Ryan; *Inside South America,* by John Gunther.

But the *Book Section* is just one of the reasons why more than 50 million Americans will be turning to The Digest this April.

Some other reasons:

Youthful shoplifting: an epidemic. "Everywhere throughout the country the under-21 group is on the greatest shoplifting spree in our history. Many of these youngsters have never been taught to think of it as a crime—or of themselves as criminals when they steal in stores. To them, it's more like a sport." A sobering look at a most dangerous "game," condensed from *Christian Herald.*

What about the new electric car? "Now it's official: Detroit will produce an electric car. Research models already are rolling. Within five to ten years the new cars could be in your local showroom." The exciting story of what may be one answer to the problem of our contaminated air, condensed from *Popular Science Monthly.*

LBJ's wondrous "war budget." "The President says his proposed income-tax hike will give our 'fighting men in Vietnam the help they need.' If that justification were sound, no American could oppose it. However, the budget for the 1968 fiscal year shows big domestic-spending increases which will more than drain off all this 'war' cash." Here are the shocking facts—facts that challenge every citizen to call for restraint.

The Negro and the American dream. Despite all the progress Negroes have made, much bitterness and turmoil still trouble our society. Carl T. Rowan explains what remains to be done if our nation is to meet the challenge of providing equal justice and opportunity for all its citizens. An exclusive Digest report by the man who has been both Ambassador to Finland and the Director of the U.S. Information Agency.

Does NATO have a future? At enormous cost and inconvenience to his allies, President Charles de Gaulle has forced NATO to leave France. What lies ahead now for Europe and the North Atlantic Treaty Organization? An authoritative and enlightening appraisal.

Laser—the light fantastic. "It shoots out the sharpest, purest, most intense light ever known. It can make lead run like water or, when focused at close range, it can vaporize any substance on earth. The purposes to which it may be put in the industrial and scientific world are many and varied—and some experts foresee the laser industry growing to somewhere between a half-billion and a billion dollars a year by 1970 in the United States alone." A report from the frontiers of science, condensed from *National Geographic.*

The unforgettable Bernard Gimbel. "He was the most ebullient, life-loving man I have ever known. Whether he was negotiating a multi-million-dollar deal, devouring a gargantuan platter of corned beef and cabbage, jogging five miles before breakfast or betting on a horse race, he did it with a verve and gusto that was pure joy to watch." An affectionate portrait by an old friend—former heavyweight boxing champion Gene Tunney.

Also in the April issue:

Our "Limited" War in the South China Sea
The Most Nerve-Shattering Word in the Language
How to Be Happy Though Incompatible
Expo '67: Canada's Billion-Dollar Birthday Party
Peter, Prince of Apostles
Now You Can Double Your Learning Power
Who Is Ronald Reagan?

All told, 31 major articles, plus a variety of departmental features, excerpts, anecdotes and humor.

Small wonder The Digest is the world's best seller. This month. Any month. (Over 28 million copies of every issue—printed in 14 languages —are bought in countries around the globe.)

Reader's Digest

WORLD'S BEST SELLER

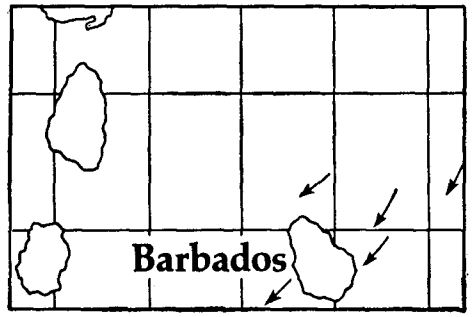
Portrait by Georges Clairin, Petit Palais Museum, Paris. Photo: Artgo

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Barbados summer rates are the hottest bargain of all.

Because Barbados has no summer.

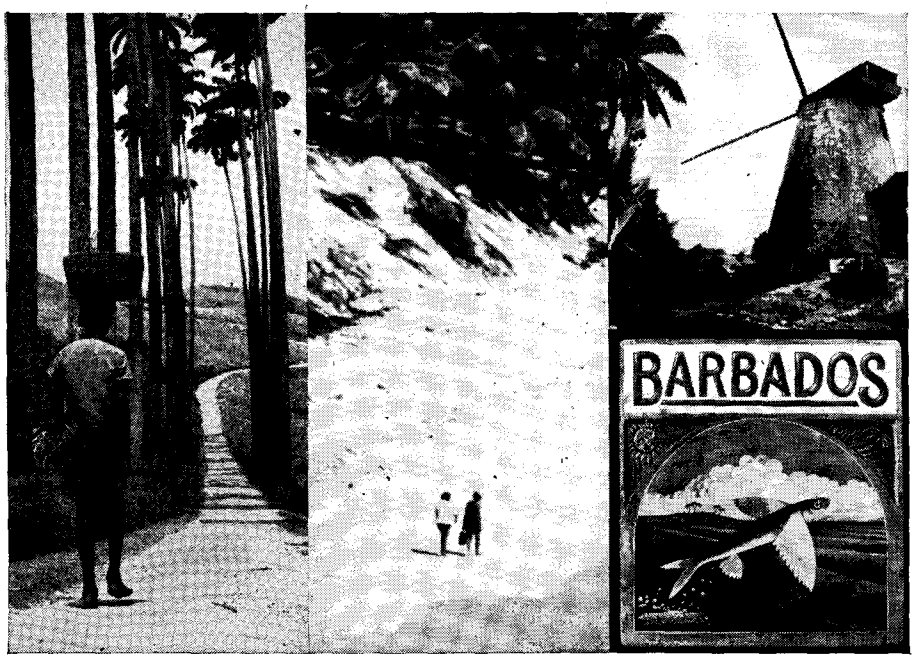
This little map shows you how Eastern Trade Winds reach Barbados first, keeping it blissfully cool with low humidity all year 'round. Temperatures always stay between 70° and 85°.



And because Barbados has so many memories to bring home.

Where else can you order flying fish for dinner? Watch cricketers at play on the beach? Swim in two seas, the Atlantic or Caribbean? Enjoy British tradition and charm? Stay in an old buccaneer's castle or your choice of resorts, hotels, clubs, guest houses? Feel that everyone is delighted you came and sorry you must leave? Where else? Nowhere else but Barbados. The singular island that gives you hot summer rates though it gets no hotter in the summer.

For complete information consult your travel agent or write Barbados Tourist Board, 355 Lexington Avenue, Dept. SR-3, New York, N.Y. 10017



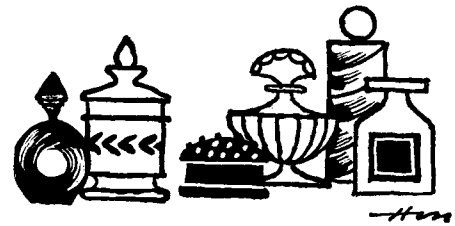
casion. He had got his man. Not even an in-law claimed the body of the outlaw and Andersen's right to it was undisputed.

Robert Claypool was frustrated that summer in his search for an unclaimed body. He lived in a small town a distance away from any center of population, and he became obsessed with a growing fear that he would return to the university empty-handed, that he would fail his course in Anatomy, and that he would be flunked out of medical school. Robert had a livelier imagination than a surgeon really needs.

Since he was a medical student his family felt him the best equipped to sit with his grandma, who was dying that summer. She had been a long time at this business of dying and the family was rather tired of keeping her company. During her wakeful hours Claypool talked to her about his year at the university. The subject of medicine was one in which she could take a natural interest. He also talked to her of his dilemma in the matter of finding a cadaver to bring back for his sophomore year. She felt very deeply about the injustice of his assignment and she kept expressing her sympathy frequently and strongly. It was this sympathy that put a horrid idea into the desperate boy's head.

He began to talk to Grandma on the noble theme of contributing to the sum of human knowledge. For many days he expounded on this subject, trying to screw his courage up to the point of bringing what was in his mind out in the open. But Grandma reached the point before he did. On a particularly lucid day she realized that when Robert went back to the university he wanted to take her with him. Her reaction was violent. She was mad as hell. For a woman who was supposed to be dying she summoned an amazing vitality that carried her well beyond Robert's deadline.

Andersen had refused to let anyone buy a share in his possession. He had waited for Claypool, sure in his mind that he would need his help. He did, and Karl gave him the most munificent gift Robert had ever received in his life —half of a cadaver. He lifted Robert out of the depths of despair to the heights of gratitude and affection. The two of them, working opposite each other over the James Boys's foolish follower, were brought even closer together. It deepened a friendship that was to last a lifetime. —Howard Lindsay.



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Please: Dance in the Isles.

(or in Paris, Rome, Athens, Cairo, and Tel Aviv.)

Dancing is very big in Olympic Airways destinations.

But especially so in Greece and its golden isles. No party or gathering is complete without it. Greeks need no excuse at all to stand up and do a *syrtaki*.

And any visitor is welcome to join in.

Then why does the airline of Greece ask you not to dance in its aisles?

Especially since its nightly super fan jets to Europe and the Middle East are a party all the way. With cocktails, *ouzo*, first-run movies, "21" Club food, one of the great wine cellars in the air, and stereo*—including plenty of vibrant *bouzouki* music.

It's just that Olympic Airways thinks Isles are a lot better for dancing than Aisles. So are Paris, Rome, Athens, Cairo and Tel Aviv. We'll fly you to all of them from New York.

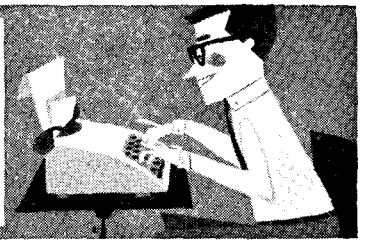
Save your next dance for us.

OLYMPIC
AIRWAYS

aily service to Europe and the Middle East. New York to Paris, Rome, Athens, Cairo, Tel Aviv, Beirut, Nicosia, Istanbul. Call your travel agent or Olympic irways at 647 Fifth Avenue, New York, N. Y. (212) 838-3600. Other offices located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Hartford, es Angeles, Miami, Newark, Philadelphia, Pittsburgh, San Francisco, Seattle, Washington, D.C., Montreal, Toronto.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Top of My Head



The Marital Pastime

THE MEN stood straight and bravely determined. Their women beside them wept unashamedly at this moment of parting. And as the final strains of our national anthem trailed into the night air, the man in blue stepped forward and shouted "Play ball!"

This is the happening beginning next week which will separate the men from the women. It will be shown on television screens across the country for the next six months. Every night women will dissolve into tears and the woodwork as our flag in close-up flutters from right field to left, favoring the right-handed hitters, or from left field to right, favoring the left-handed hitters. Or on a hot sultry night when the flag just droops, favoring the beer salesmen in the stands.

I have observed wives perceptibly decline during the much shorter football season. They stumble through the house incoherently muttering "offside," "fair catch," "clipping," and neurotically pacing off 15-yard penalties. My empathy is entirely theirs. I come laden with a bouquet of spring solutions:

1) An extra TV set. His. It is to be installed for his convenience in the kitchen, where he is only arm's length from the bottled product in the commercials. This will release the other set for programs you want to watch. This assumes you have more command over the kids than you do him. If you don't, try this:

2) Divorce. Grounds: He is more faithful to Joe Pepitone than to you. This is possibly not a new thought. You've been hesitating because of the messy community property tangle it entails. You have a feeling he'll get the color TV set, and you the black and white set and the 3.2 children. Also, can a woman with a black and white TV set and 3.2 children find happiness with another man who is not a baseball fan, if indeed she can find one? Which brings us to our third and most-likely-to-succeed suggestion:

3) Pretend you want to learn the game by setting beside him at the TV set and asking questions. Like this:

"Was that a strike?"

"That was not a strike."

"Oh. Then it was a spare?"

"No, that's bowling."

"It's so confusing."

"It wasn't till you sat here. Listen, why did you—"

"Oh, look! He hit it."

"Yeh, they're loaded."

"Who is?"

"Three men are on base. They're loaded."

"Well, I shouldn't wonder, with all that sponsor's product they have to drink."

"Listen, why did you suddenly decide to take up baseball?"

"Because you said it's the national pastime and every red-blooded American should know the game. I don't want to be un-American. Oh, look! What happened to all those men who were loaded on the bases?"

"The batter who was just up struck out and left them stranded."

"Oh, that's too bad. What happens now?"

"The inning is over."

"Oh, good. Which do we do now—do we smoke a cigarette or drink a bottle of beer?"

"I know which I'm going to do. You better take out some of that accident insurance that guy's talking about."

"I'll have another bottle, too. This is fun. I remember a poem about baseball my brother used to recite—my brother, what was his name again?"

"I don't think you should have another bottle."

"Oh, sure I should. I always say, a family that watches baseball together gets stoned together. He used to recite a poem about Stengel. You know—the mighty Stengel."

"That was the mighty Casey."

"Yes, Casey Stengel, that's the one. Isn't it getting warm in here?"

And so on throughout the nine innings. This is guaranteed to drive more men away from the game than any baseball announcer could. Of course, in special hardened cases, where the man is too far gone, and no distraction can keep him away from the set, I offer my secret weapon:

4) Get yourself a provocatively alluring negligee. This has to appeal to any red-blooded American who is a fan of the national pastime.

If that doesn't work, phone me. I'm in the Yellow Pages. Under BIG HELP.

—GOODMAN ACE.

SOFT AS A KISS
INVER HOUSE
IMPORTED
INVER HOUSE
RARE SCOTCH WHISKY
A BLEND of superbly light 100% Rare Scotch Whiskies distilled and blended in Scotland
PRODUCT OF SCOTLAND
INVER HOUSE
IMPORTED RARE SCOTCH
100% BLENDED SCOTCH WHISKY EIGHTY PROOF IMPORTED BY INVER HOUSE DISTILLERS, LTD., PHILA.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

"It's not German. How good could it be?"

No one who has ever been on a French railroad, flown in a Caravelle jet or sailed on a French ocean liner would talk like that.

Yet there are people around who think France is practically a nation of chefs and painters.

Even if that were true, consider: What makes a great chef great? Or a painter, for that matter?

The answer, obviously, is a frightening, almost inhuman finickiness.

Now is it reasonable to assume these same people who worship meticulousness in all other things, would suddenly not care how they put a car together?

Renault is the world's seventh largest car-maker.

We sell more Renaults in Sweden than Sweden sells Volvos in France. (About 7,700 to 1,000 in '66)

We sell more Renaults in Germany than Germany sells Volkswagens in France. (About 55,000 to 10,000 in '66)

The Renault 10 is very far from being a piece of French pastry.

It has a five main-bearing engine that can do over 80 all day long without whimpering.

It gives an honest 35 miles to the gallon.

It has a sealed, liquid cooling system that will not boil or freeze.

It has disc brakes and independent suspension on all four wheels.

It also has some things that aren't absolutely necessary for sheer transportation: Four doors instead of two. Ridiculously (by some standards) plump seats. A little more leg room.

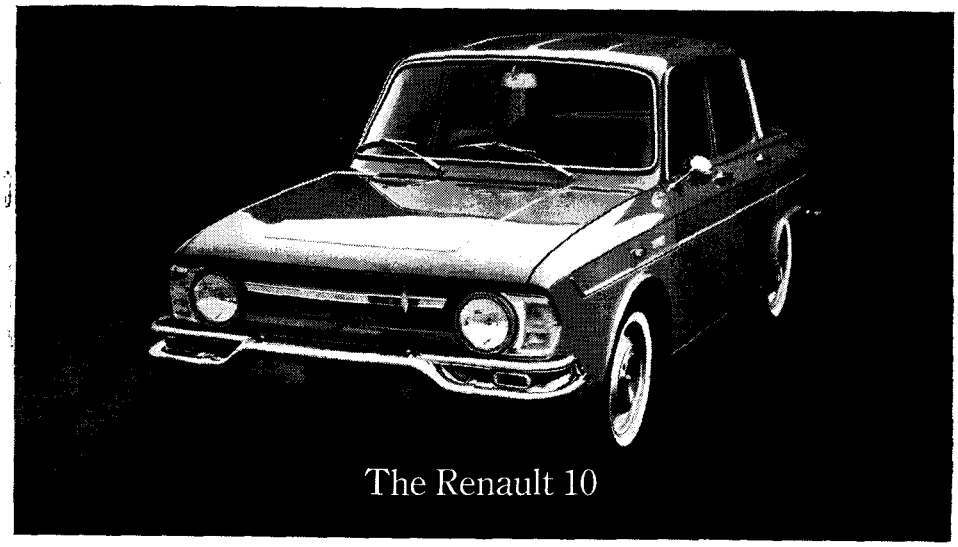
Without these little concessions to creature comforts, a car, to us, simply isn't civilized. It is the way we do things in France.

Understand. Some very fine cars have and still do come out of Germany.

We just hate to think anyone wouldn't at least test drive the Renault 10 just because it's French.

Be assured that we take our cars every bit as seriously as we take our soufflés.

RENAULT

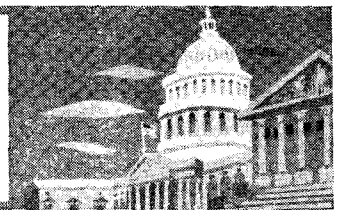


The Renault 10

$1647 East and Gulf Coast P.O.E. Slightly higher on West Coast. Whitewalls, AUTOMATIC TRANSMISSION optional
For nearest dealer or information on overseas delivery, write Renault, Inc., Box 5, 750 Third Ave., NYC 10017

ELECTRONIC REPRODUCTION PROHIBITED

State of Affairs



European Notebook

GENEVA.

I FIND EUROPEANS and the European press much less emotional, much less concerned about the war in Vietnam than on previous recent visits. I am being asked fewer questions about the war, and European newspapers do not give it the prominence they used to. It is not easy to fathom why, and I have asked many for an explanation. Perhaps the most plausible one I get is that the schism between the Soviet Union and Communist China has eased the great fear that this conflict could spark another world war. This does not mean that Europeans would not like to see this war come to an end as soon as possible. But they have also come to the reluctant conclusion that maybe the North Vietnamese are in fact unwilling to negotiate on terms that would be acceptable to a great power such as the United States.

Senator Robert Kennedy, with his peace initiative, created a problem not only for President Johnson but also—and many people have overlooked this—for Hanoi, because he suggested a pause but not an "unconditional and permanent" cessation of the bombing. If Hanoi does not take advantage of his proposal, he will have helped President Johnson and reinforced those who maintain that the North Vietnamese are not seriously interested in negotiations.

* * *

SENATOR KENNEDY, I heard on good authority, asked General de Gaulle when he saw him in Paris whether he should intervene with his personal peace initiative. The General told him that, based on his long experience as a military leader and a statesman, he would advise him against it because it wouldn't lead anywhere and would create nothing but trouble for him. We now know that the Senator did not heed the advice he was given by such an experienced authority. For that matter, of course, General de Gaulle did not heed his own words when he delivered an outright attack on the United States in Cambodia. Or did he give the advice based on what he has subsequently learned?

* * *

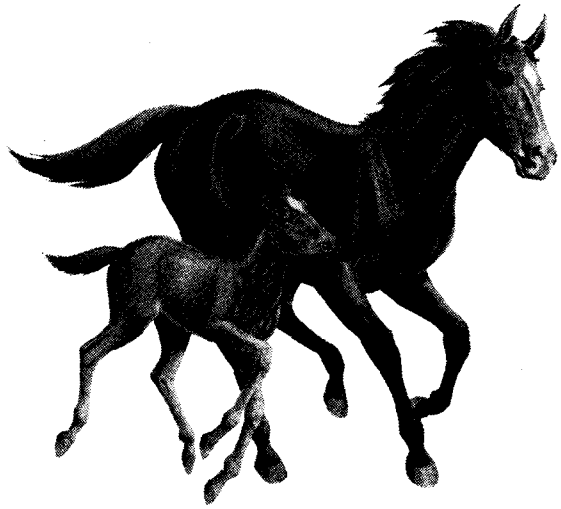
THE TALK in Europe at this moment is about the near defeat of the Gaullist majority in the French elections early in March. It has made not only Frenchmen feel much more uncertain about the political future of France and Gaullism but also has shaken the Germans, especially those who have been saying that Germany should lean more on France and less on the United States. Suddenly there is a new awareness that behind that solid, seemingly enduring figure of de Gaulle is new political turbulence.

The Gaullist strategy was to destroy the moderate political center and thus leave the voter only one way of expressing his dissatisfaction with the General's regime—to vote for the Socialist-Communist coalition. I have heard from several friends of mine in Paris that even many conservatives, who despise Communism, voted for candidates of the extreme left to register their protest. This does not mean that the elections will have an appreciable influence on General de Gaulle's policies, but the post-de Gaulle era looks much more unpredictable. Gaullism is not an ideology. It is a presence and as such it is perishable.

* * *

PRESIDENT JOHNSON did not get much credit in the German press for his decision to keep the number of American troops in Germany substantially unchanged and to abandon the old offset agreement. The credit instead went to Chancellor Kiesinger, who was praised for being a tougher bargainer than his predecessor and for not thinking that he could buy "the foreign policy of the White House with arms purchases from the Pentagon." He has also strengthened his position by resisting a nuclear nonproliferation treaty, which the chairman of the Defense Committee of the German Parliament, Friedrich Zimmermann, called "the pact of the opponents against the friends."

Most German politicians do not think that the détente the two superpowers are aiming for is also to *their* advantage. They don't see it as insurance against another war in Europe. They see it as a conspiracy by the Soviet Union and the United States against Germany, as an attempt to limit Germany's freedom and political mobility. Some ominously refer to this treaty as another "Versailles"; the *Rheinische Merkur*, which used to be Dr. Adenauer's strong supporter,



take off for Kentucky
...great for family vacations

Explore Kentucky's
12 Red-Carpet
Vacation Regions

Department of Public Information, Section SR047
Capitol Annex Building, Frankfort, Kentucky 40601

I'd like to explore Kentucky's 12 red-carpet vacation regions. Please send all information on vacation fun in Kentucky.

Name_____

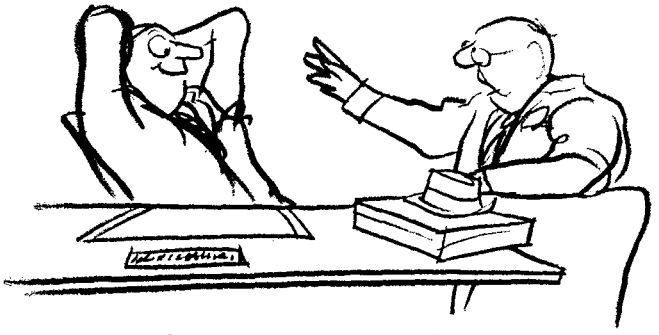
Address_____

City_____ State_____ Zip____

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

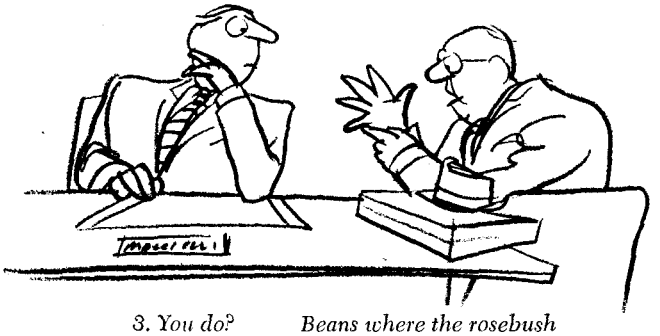
1. *Say, George, what about this rumor that you have a cow in your garage?*

That's no rumor. That's Bossie, my Guernsey.



2. *Oh, a gag?*

No, sir. She's insurance. I also have some Rhode Island Reds in the tool shed.



3. *You do?*

Beans where the rosebush used to be. Peas instead of pachysandras. Potatoes instead of petunias.

4. *I don't get it.*

You would if you were near retirement age. Jane and I sat down and counted up our assets. We figured it's possible for our money to run out before our appetites do. So we're not taking any chances.

5. *Then why don't you get an annuity from Equitable. That way your money can never run out. An Equitable annuity guarantees you a regular income every month for as long as you live. Even if you get to be a hundred or more.*

Say, how about a dozen large eggs at a discount?

Look ahead with Living Insurance

The EQUITABLE Life Assurance Society of the United States

Home Office: 1285 Avenue of the Americas, New York, N. Y. 10019

© Equitable 1967

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Rarely...

has praise for a publishing enterprise been so unanimously high as for *The Papers of Woodrow Wilson.*

"Impeccable scholarship . . . worthy of Wilson." —*Virginia Quarterly Review.* "The beginning of a great work of incontestable value."—AUGUST HECKSHER. ". . . the prime printed source to which all who would write or study about Woodrow Wilson must go."—*N.Y. Times Book Review*

THE PAPERS OF WOODROW WILSON

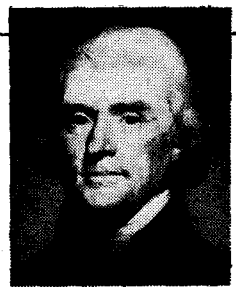
Edited by Arthur S. Link and Associates

Volume 2, 1881-1884

This second volume begins with Wilson's withdrawal from the University of Virginia and ends with the completion of his first semester as a graduate student at Johns Hopkins. It reveals Wilson's intense interest in national politics, in the reconstruction of his native South, and in the problems of effective political leadership.

The early courtship letters between Wilson and Ellen Louise Axson, his first wife, are complete here for the first time. $15.00

Forty volumes of THE PAPERS OF WOODROW WILSON are projected. Two will be published each year. Subscribers receive a 10% discount.



THE PAPERS OF THOMAS JEFFERSON

Julian P. Boyd, editor

"Approximates completeness and authority as nearly as can be hoped for in a human enterprise."—*N.Y. Times.* "A reviewer soon exhausts his supply of superlatives with which to commend this series."—*South Atlantic Quarterly.* Volumes 1 through 17, $15.00 each. Volumes 18 to 60, to be published.

Princeton University Press Princeton, N.J. 08540

Princeton University Press Princeton, New Jersey 08540

☐ Please send me Volumes I and II of *The Papers of Woodrow Wilson* and enter my subscription for future volumes as they are published. Series subscribers will receive a 10% discount and will be billed for volumes as shipped.

☐ Please send me Volume II of *The Papers of Woodrow Wilson* at $15.00.

☐ Please enter my subscription at a 10% discount for *The Papers of Thomas Jefferson,* and send all published volumes.

☐ Please send me information on presenting gift subscriptions to libraries.

☐ Please send me a descriptive brochure on ☐ The Papers of Woodrow Wilson; ☐ The Papers of Thomas Jefferson.

Name_____

Address_____

City_____

State_____ Zip_____

Individuals please enclose remittance with orders; institutions will be billed. (In Canada, Saunders of Toronto, Ltd. Kindly place foreign orders through a bookstore.) Prices subject to change.

compared it to the Pact of Tordesillas in 1494, by which Spain and Portugal divided the world among themselves.

* * *

MANY EUROPEANS used to cultivate a distaste for Coca-Cola. Whatever their tastes are today, I was in the company of a few the other day who savored Coca-Cola as even few Americans do. We were on skis trying to cross the Theodul Pass from Zermatt, Switzerland, to Cervinia, Italy, in thick fog and with gusts of wind blowing the snow into our faces. The Coca-Cola Company had the fine idea of providing markers along the route, and I can testify that a few Europeans who, at least for an agonizing hour when we could hardly see from one marker to the next, appreciated Coca-Cola more than any other drink in the world.

* * *

THE EUROPEAN press may not be giving the war in Vietnam the space it used to, but New Orleans District Attorney Jim Garrison's investigation into the Kennedy assassination "conspiracy" is certainly getting it instead—at least for the moment. The European preoccupation with "conspiracy" has revived another, still unresolved case involving the man who was accused of having set fire to the Reichstag in Hitler's days. The accused was a strange loner named Van der Lubbe, a Dutch Communist. After thirty-four years the mystery as to whether he committed this act out of madness or was the instrument of the Nazis or Communists remains unresolved.

A documentary on German television about Van der Lubbe's famous trial, shown four weeks ago, aroused great public interest. The historian Dr. Hans Mommsen followed the same line of argument presented in a book by Tobias, published in 1963, leading to the conclusion that Van der Lubbe was not a tool of the Nazis but that he had committed an isolated act of arson. (The version that the Communists had inspired him was never given much credence.) A German political scientist and a French journalist on that show marshalled just enough arguments to show that there were serious loopholes in the Mommsen theory. But in the end they both had to admit that no precise proof existed that the Nazis had instigated the setting of the torch to the German Parliament. The facts that the action helped Hitler and he exploited it to his great advantage do not yet prove that he or the Nazis were accomplices.

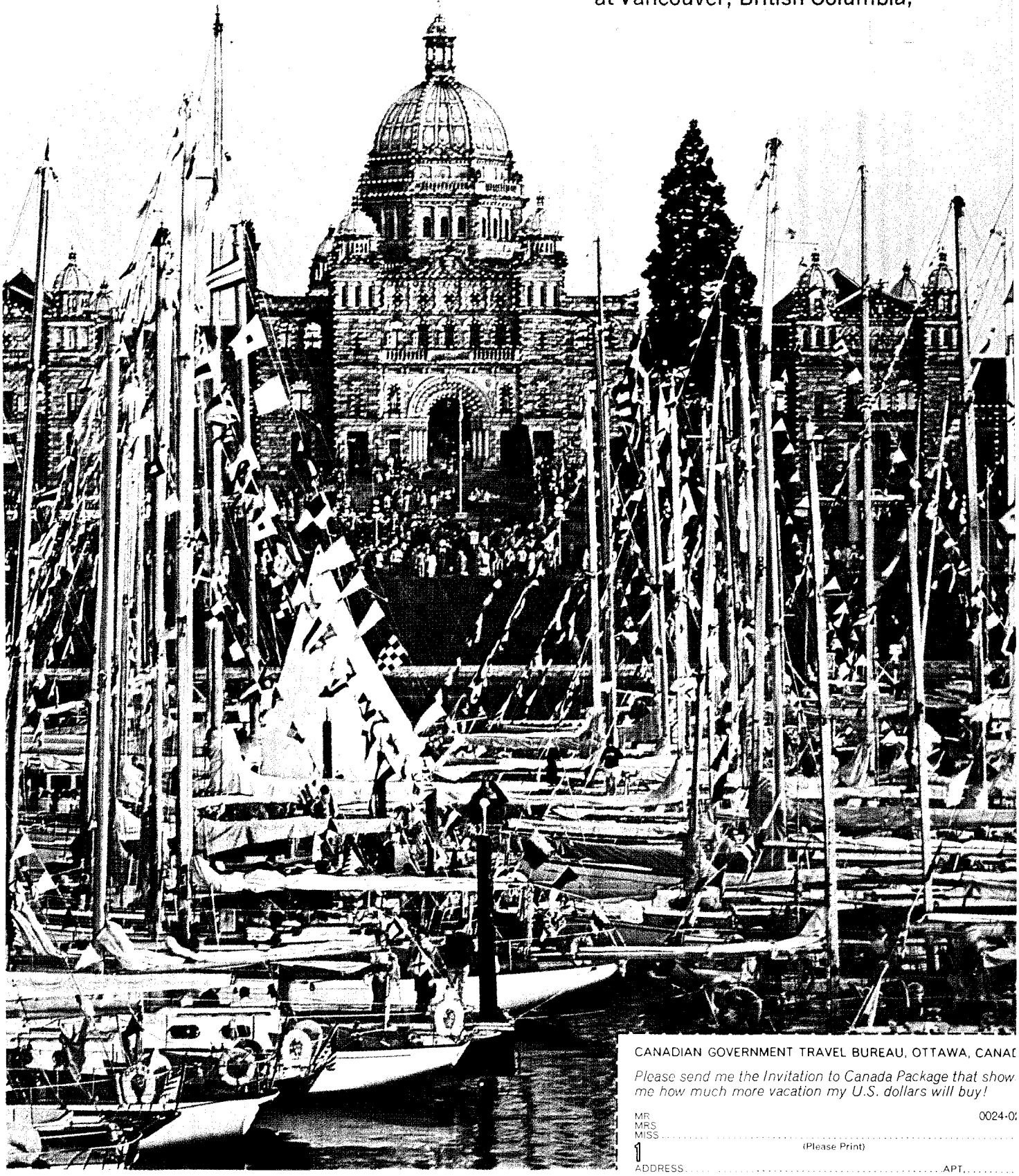
The Kennedy assassination will certainly continue to mystify people. I wonder whether in thirty years there will still be the loopholes that create so many doubts today.

—HENRY BRANDON.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Victoria is a quaint port-of-call—

just a $2.00 ferry-boat ride from the Pacific National Exhibition at Vancouver, British Columbia,



Much as you hate to leave the city of Vancouver, with its Centennial-year-in-Canada attractions, you really shouldn't miss the bargain of heading west. Cross the Straits of Georgia to Vancouver Island with its capital city of Victoria. Here, the motto is, 'when in Victoria, do as the English do.' Watch a cricket match. Go sailing. Meet someone for tea at four at the "Empress." Generally take life easy, before you cross back to North American hustle and bustle. It's like a jaunt to Europe on a four-dollar round-trip ticket!

USG 67-4B

CANADIAN GOVERNMENT TRAVEL BUREAU, OTTAWA, CANAD

Please send me the Invitation to Canada Package that show me how much more vacation my U.S. dollars will buy!

MR
MRS
MISS 0024-0

(Please Print)

1

ADDRESS ..... APT. .....

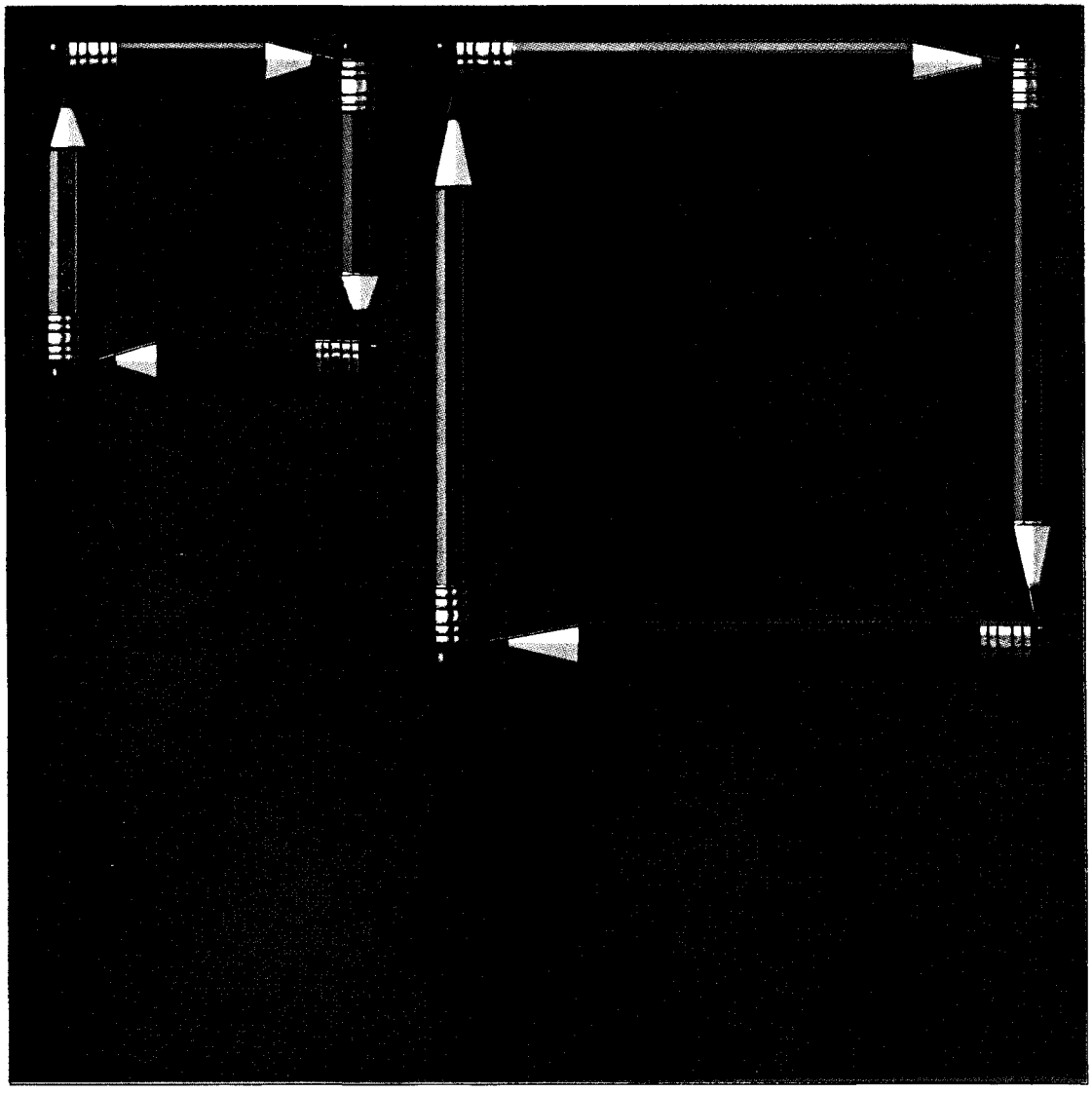
CITY .....

STATE ..... ZIP CODE .....

canad

PRODUCED 2006 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

CAN YOU ARRANGE THESE 8 PENCILS TO MAKE 3 SQUARES OF EQUAL SIZE?
(No part of any pencil may extend beyond the edge of any square)



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Want a hint? If we give you one, it won't be the first time we've made life easier for you!

We've put tabs, pull strips, and zippers on containers and packages. Just so they'd be easy to open. And now we've even topped that with the Roll Top vacuum can—you just pull a ring and the whole aluminum top lifts off!

We made bacon packages so you can open and close them. Same goes for a loaf of bread. (We're the company that developed the first end labels for bread wrappers—way back when.)

Two recent "easy life" discoveries are: The Ring-Tite can—a dripless paint can you open with literally one twist of the screwdriver. And the MiraVue® container, a new way to package sliced cheese. It's like a cheese dish—you just take out a slice and close it up tight as new again.

There are a lot more things on the fire. For a simple reason. We spend 20 million dollars a year looking for them. In all the areas into which we have diversified: container and packaging products, consumer products, service products, chemical products.

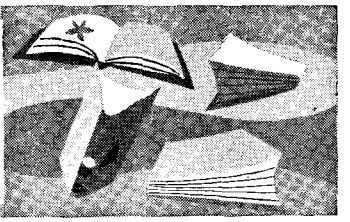
Now about that hint! Since we've made life so easy for you, we're going to make you work for the solution. No hints!

American Can Company
Creative products
that shape your future.
100 Park Avenue
New York, N.Y. 10017

AMERICAN CAN COMPANY

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Trade Winds



They say that *Quotations from Chairman Mao Tse-tung* has sold 88,000,000 copies in China. I understand the publishers are going back to press for a second printing. The little red book, as it's called because of its cover, is now available here in an English translation. It is selling like hotcakes in Washington, where soldiers and diplomats seek the answers to the mystery of The Middle Kingdom.

I, too, want clue to inscrutable Oriental mind, so I read little red book. Ah, Chairman Mao great swimmer but poor philosopher. Look here:

"An army without culture is a dull-witted army, and a dull-witted army cannot defeat the enemy."

Now, to an ex-GI that's just plain ridiculous. Our troops have been victorious in two world wars and many minor ones, which proves how wrong the Chairman can be.

"Enable every woman who can work to take her place on the labor front," Chairman Mao says, "Under the principle of equal pay for equal work."

That is the kind of subversive idea the men in the capitalist countries are fighting against.

As for Chairman Mao's knowledge of our way of life, it is lacking. In 1964 he said, "People of the world, unite and defeat the U.S. aggressors and all their running dogs! Monsters of all kinds shall be destroyed."

Just a minute, Mao. We Americans stand second to none in our respect for animals. It's true, maybe some of our canine pets may look like monsters to you, but we love 'em and we'll fight to the last ditch to protect them.

When I was a little boy we had a beaten-up old copy of a most fascinating book, *The American Boys Handy Book*, by Daniel Carter Beard. It was almost 400 pages long, with a couple of hundred drawings, and it told how to make all sorts of things like fishing tackle, kites, water telescopes, stilts, bird-singers, corn-stalk fiddles, blow guns, squirt guns, rafts, snow forts, snow houses, snowball ammunition sleds—and more. It also illustrated and described such fads as magic lantern shows, taxidermy, and soap bubbles parties.

Published in 1882, *The American Boys Handy Book* became a best seller and was in print for thirty years. Thumbing through it and imagining yourself engaged in its suggested activities was a big thrill. And if you ever had the opportunity to actually try something, even if it didn't work out exactly as the book indicated, it was about the most exciting thing a kid could do.

Thanks to the Charles E. Tuttle Company, *The American Boys Handy Book* is back in print at the bargain price of $3.95. Apart from the nostalgia it causes in someone of my generation, it is a social document that gives us a colorful and valuable picture of the fun a nineteenth-century boy had when he had to

create his own playthings and pastimes from scratch. It is also a tribute to the memory of Dan Beard, whose role as founding father of the Boy Scouts has obscured the fact that he was a leading illustrator and author. He died in 1941 at the age of ninety.

So, if you are a boy, or were a boy, or know a boy with a broken television set, get *The American Boys Handy Book* and fill time making a boomerang, or a kaleidoscope, or theatrical costumes, or a snare for a prairie chicken. (But it doesn't say a word about how to repair the television set.)

Last month Mel Elfin, head of the Washington bureau of *Newsweek*, was answering questions on a program in Milwaukee sponsored by the University of Wisconsin school of business administration. Judging by some of his responses, Mel is appropriately surnamed:

Q. *Will Luci's baby be a boy or a girl?*

A. My honest opinion is that since the news was leaked out prematurely, the President will cancel the baby.

Q. *What are the three chief tourist attractions in Texas?*

A. The Alamo, the Astrodome, and the manger where Lyndon Johnson was born.

The Doubleday Company invited Noel Coward to New York to appear at National Books Awards functions and help plug his new book, *Suite in Three Keys*. When he was being briefed, he asked publicity chief Doug Andrews, "How should I behave?"

"Just act yourself," Andrews advised.

Coward made a face. "Oh, *that* rotten role again!"

Sharps and Flats: Lawrence Lader, who has written about birth control and is now executive director of the Population Policy Panel, has had a book published entitled *Abortion*. When an overseas edition was sold in Spain, Lader was surprised and even a little worried that he might have lost his touch. Then a few weeks ago, a cable arrived: SPANISH CENSOR HAS PROHIBITED PUBLICATION OF "ABORTION" WHICH DIMA EDICIONES PLANNED TO PUBLISH. Lader breathed easily again.

► In Louisville there is a thoroughfare named Billy Goat Strut Alley.

► In *The Medium Is the Massage*, Marshall McLuhan declares that the state of things is such today that when a child goes to school he is interrupting his education.

► Found at last: the safest mode of transportation. In 1966 for the first time in modern history not a single fatal streetcar accident was reported.

► A paratrooper returned to New York from Vietnam with words of condemnation for the Vietcong. He complained to a reporter, "They always try to let you have it when you aren't looking."

► Jack Reynolds went into the May Company book department in San Diego to buy *Roget's Thesaurus*. "Is that a mystery?" the clerk asked.

► A. I. Richter tells of the missionary who was captured by the Communists and roped to a tree in the jungle outside Bangkok. Being a good Christian all he could say was, "Blessed be the Thai that binds."

—JEROME BEATTY, JR.

SOLUTION OF LAST WEEK'S KINGSLEY DOUBLE-CROSTIC (No. 1721)

JOHN DOS PASSOS:
THE BEST TIMES

Right from the beginning, Hem was horribly prone to accidents. I've never known a man who did so much damage to his own carcass. Whether it was six-day bicycle racing, the bullring, skiing, or just* fishing a troutstream, he stuck to it till the last dog was hung.

*Inserted to get the J.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

HUDSON BOOK CLUB DEMONSTRATION OFFER

Take one for as little as $1 with a cancellable trial membership

{Even the $25 LAROUSSE WORLD MYTHOLOGY costs you only $5}

DIARY OF AN ART DEALER. By René Gimpel. "No less precious a record of its period than *Remembrance of Things Past.*"—*Herbert Read.* 477 pp., 52 illus. List $10.95 **$2**

MASTERPIECES OF SCULPTURE. By Hans Koepf. 3500 years from Crete to Giacometti. 420 illus., many in color. 10" x 12". List $25.00 **$5**

LAROUSSE ENCYCLOPEDIA OF PREHISTORIC AND ANCIENT ART. 750 illustrations, many in full color. Special Import **$3**

THE INTELLECTUAL HISTORY OF EUROPE. By Friedrich Heer. "Reminds one of Spengler in the felicity of its insights."—*Arnold J. Toynbee.* 568 pp. List $12.95 **$2**

RUSSIA 1917: THE FEBRUARY REVOLUTION. By George Katkov. "Dynamite! The best work in half a century since the events that turned into legend on the day of their occurrence."—*Bertram D. Wolfe.* 517 pp., illus. List $8.50 **$2**

LAROUSSE ENCYCLOPEDIA OF RENAISSANCE & BAROQUE ART. 1214 illus. 46 in full color. List $20.00 **$3**

THE BIRTH OF EUROPE. By Robert Lopez. "The best synthesis of the Middle Ages I have ever read."—*G. P. Cuttino.* 480 pp. 145 illus. List $15.00 **$2**

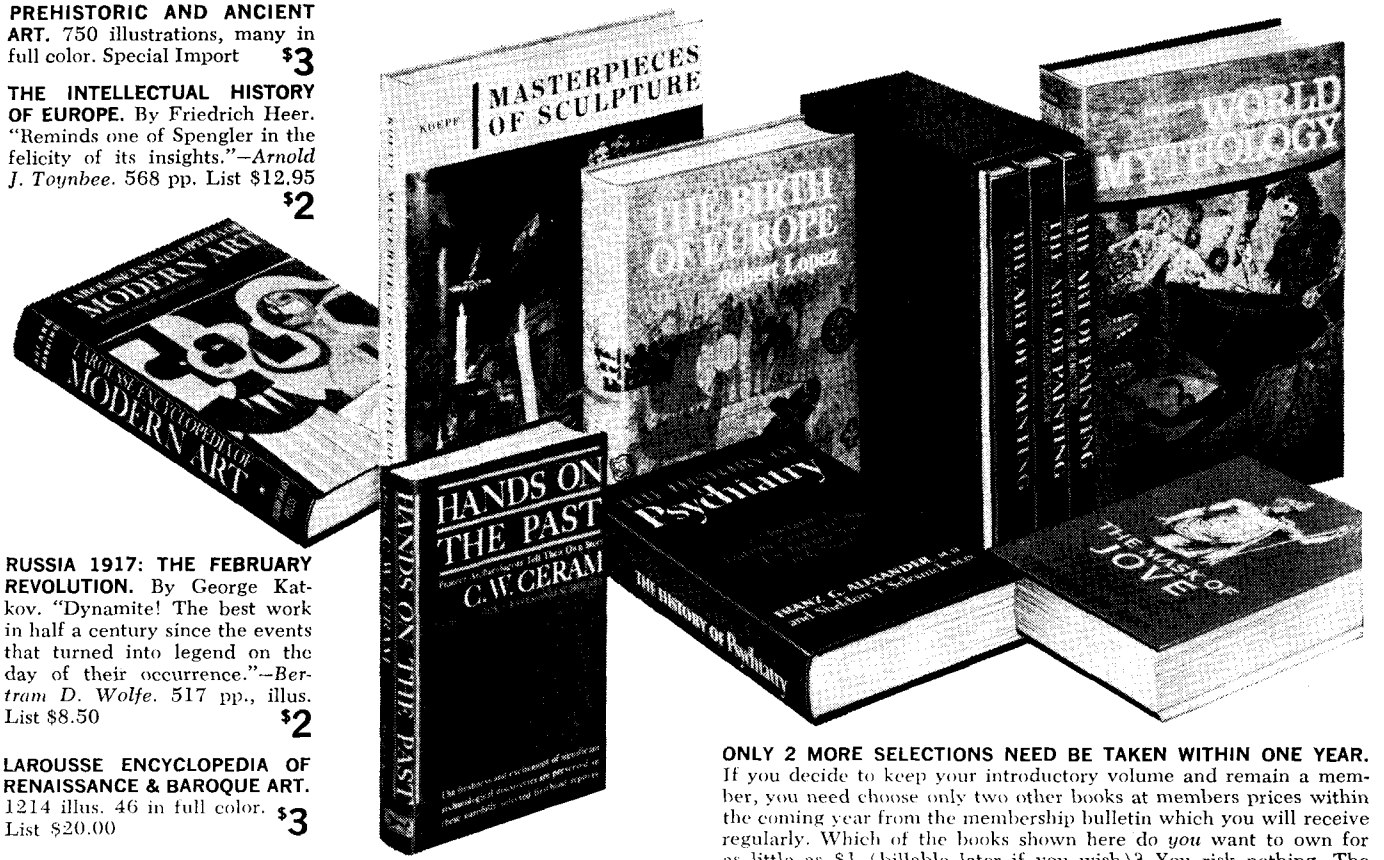
AUBREY BEARDSLEY DRAWINGS. The only volume with the 8 Priapeans from *Lysistrata* and suppressed Satyrics, plus illus. from *Salome,* etc. 151 drawings. List $10.00 **$3**

Marquis de Sade: 120 DAYS OF SODOM. And other writings. First unbowdlerized American translation. 799 pp. List $15.00 **$3**

LAROUSSE ENCYCLOPEDIA OF BYZANTINE & MEDIEVAL ART. Over 1000 illus., 36 in full color. List $17.95 **$3**

THE HISTORY OF PSYCHIATRY. Franz Alexander's chronicle of psychiatrists and their baffling patients through the ages. Illus. List $11.95 **$2**

A TREASURY OF ART MASTERPIECES. Ed. by Thomas Craven. The most highly praised art book of our time. 650 reproductions, 161 in full color. List $8.95 **$3**



LAROUSSE ENCYCLOPEDIA OF MODERN ART. Over 1200 illus., 56 in full color. List $20.00 **$3**

ART OF PAINTING. Ed. by Pierre Seghers. Artists on art from prehistory to Klee. 3 volumes, illus. in full color. List $30 **$5**

LAROUSSE WORLD MYTHOLOGY. In one monumental volume with 670 illus. 49 in full color. 600 pp. 8½" x 11¾". List $25.00 **$5**

THE MASK OF JOVE. By Stringfellow Barr. "Makes Imperial Rome credible to Imperial America."—*Gerald W. Johnson.* 640 pp., illus. List $15.00 **$1**

SAVE AS MUCH AS $25.00 IF YOU ACT NOW. The distinguished books shown here are examples of the important reading offered regularly to members of the HUDSON BOOK CLUB at reduced prices. Limited quantities have been set aside for this trial membership offer. It makes good sense to send today for the volume of your choice and see for yourself how the HUDSON BOOK CLUB pools your buying power with others who share your tastes, saving you an average of 50% by means of reduced prices and free Bonus Books. If not delighted, simply return the book within two weeks and your trial membership will be canceled without cost or obligation.

ONLY 2 MORE SELECTIONS NEED BE TAKEN WITHIN ONE YEAR. If you decide to keep your introductory volume and remain a member, you need choose only two other books at members prices within the coming year from the membership bulletin which you will receive regularly. Which of the books shown here do *you* want to own for as little as $1 (billable later if you wish)? You risk nothing. The quantities available for this special offer are necessarily limited. To avoid disappointment, mail the coupon today.

NO MONEY NEED BE SENT WITH THIS COUPON

HUDSON BOOK CLUB 131 Varick Street, N.Y., N.Y. 10013

Please enroll me as a Trial Member of the Hudson Book Club. As my first selection, send me the following book.

.....

(Title of book you choose. One to a customer.)

If for any reason I decide not to remain a member, I may return the book within two weeks and my membership will be canceled without cost or obligation. If I elect to remain a member, I need choose only two more books at Members' Prices during the coming year and will be under no further obligation. Thereafter, every 4 books I accept from the Club will entitle me to a free Bonus Book of my choice.

Name .....

Address .....

City .....State .....Zip Code .....

☐ Remittance enclosed. Club pays shipping. Same cancellation privilege.

☐ Please bill me for this order plus shipping charges.

SH-141

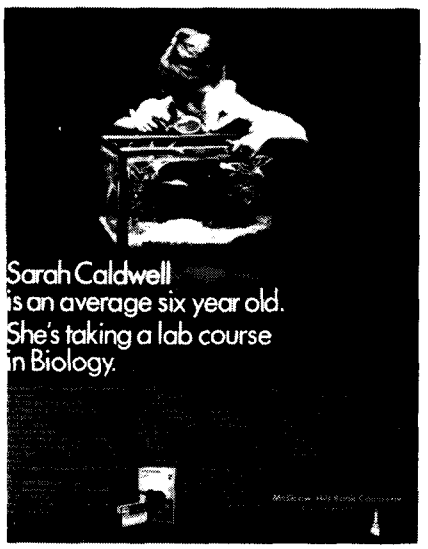
PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

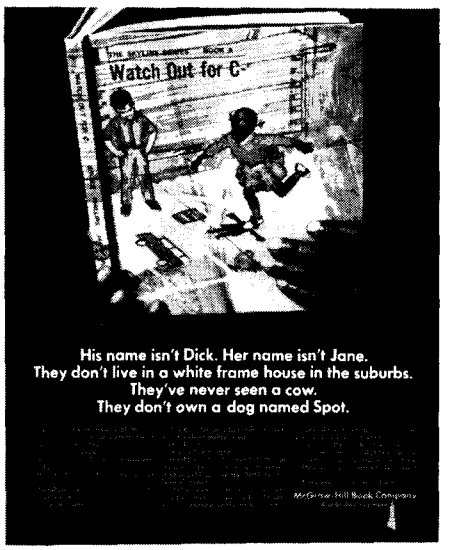
McGraw-Hil

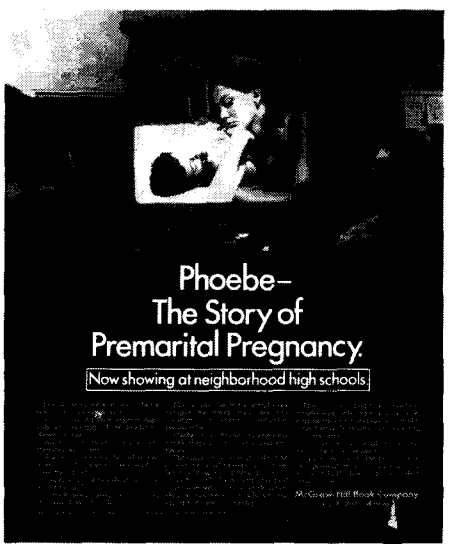
A publisher who doesn't

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Book Company always go by the book.




Watch Out for C-
His name isn't Dick. Her name isn't Jane.
They don't live in a white frame house in the suburbs.
They've never seen a cow.
They don't own a dog named Spot.



Whether it's a packaged science program for first graders that channels the natural curiosity of a child into meaningful discovery.

Or a typing course for fourth, fifth, and sixth graders designed to improve language arts skills.

Or a definitive series of books on Communist China and the challenge it presents to the free world.

Or a series of thought-provoking films for teenagers dramatically exploring the problems and consequences of premarital sex and pregnancy.

Or a programmed reading course for adults to help break the cycle of illiteracy, unemployment, economic deprivation, and illiteracy again.

Or a series of grade school readers addressed to the multi-cultural realities of our time.

There's a common denominator.

Awareness of today's social, economic, and political responsibilities. Constant exploration of human learning and understanding. Participation in the education process itself. Utilization of the advances being made in science and technology. Innovation in designing and developing the right combination of materials for the specific job to be done.

Books. Tapes. Records. Films. Instructional Systems.

They're all part of our business. Part of an exciting revolution in education, information, and entertainment. A revolution that will never end.

McGraw-Hill Book Company

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

SR's Check List of the Week's New Books

Crime, Suspense

CASE WITH THREE HUSBANDS. By Margaret Erskine. Doubleday. $3.95.

A KILLER IN THE STREET. By Helen Nielsen. Morrow. $3.95.

THE LEGACY LENDERS. By Harold Q. Masur. Random House. $3.95.

THOSE WHO WALK AWAY. By Patricia Highsmith. Doubleday. $4.50.

Current Affairs

AFRICA, THE POLITICS OF UNITY: An Analysis of a Contemporary Social Movement. By Immanuel Wallerstein. Random House. $4.95.

LOS ANGELES: The Ultimate City. By Christopher Rand. Oxford Univ. Press. $5.

UNITED STATES POLICY AND THE THIRD WORLD: Problems and Analysis. By Charles Wolf, Jr. Little, Brown. $5.75.

Fiction

CAKES AND ALE AND TWELVE SHORT STORIES. By W. Somerset Maugham. Edited by Angus Wilson. Doubleday. $5.95.

CLOWN ON FIRE. By Aaron Judah. Dial. $4.50.

THE FAR SIDE OF THE SKY. By Maslyn Williams. Morrow. $4.95.

THE GOLD OF MALABAR. By Berkely Mather. Scribners. $4.95.

THE LEMON EATERS. By Jerry Sohl. Simon & Schuster. $5.95.

LOOKING FOR BABY PARADISE. By John Speicher, Harcourt, Brace & World. $4.50.

A QUESTION OF LOVE. By Hilary March. Simon & Schuster. $4.95.

THE THING OF IT IS. . . By William Goldman. Harcourt, Brace & World. $3.95.

History

COMBAT: The Civil War. Edited by Don Congdon. Delacorte. $10.

THE DEATH OF A PRESIDENT. By William Manchester. Harper & Row. $10.

LIFE AND THOUGHT IN THE EARLY MIDDLE AGES. Edited by Robert S. Hoyt. Univ. of Minnesota Press. $5.50.

THE QUICKSAND WAR: Prelude to Vietnam. By Lucien Bodard. Little, Brown. $7.95.

THE TRUTH ABOUT THE ASSASSINATION. By Charles Roberts. Grosset & Dunlap. Paperback, $1.

Literary History, Criticism

THE HEART OF HAWTHORNE'S JOURNALS. Edited by Newton Arvin. Barnes & Noble. $7.50.

PRINT IN A WILD LAND. By John Myers Myers. Doubleday. $5.95.

WIDENING HORIZONS IN ENGLISH VERSE. By John Holloway. Northwestern Univ. Press. $3.50.

Miscellany

THE AUTHENTIC SHUDDER. By Warren Armstrong. John Day. $3.95.

BIRDS ON THE WING: The Story of the Baltimore Orioles. Gordon Beard. Doubleday. $4.95.

FACTS AND FICTIONS ABOUT COINS. By Leon Lindheim. World. $6.50.

MARRIAGE FOR BEGINNERS. By Mary Williams. Macmillan. $5.95.

YOUR FIRST YEAR OF MARRIAGE. By Dr. Tom McGinnis. Doubleday. $4.50.

Personal History

THE BIG SWINGERS. By Robert W. Fenton. Prentice-Hall. $6.95.

CALVIN COOLIDGE: The Quiet President. By Donald R. McCoy. Macmillan. $8.95.

A FASHION OF LIFE. By H. W. Yoxall. Taplinger. $6.50.

RICHARD STRAUSS: The Life of a Non-Hero. By George R. Marek. Simon & Schuster. $7.95.

ST. CROIX TRAIL COUNTRY: Recollections of Wisconsin. By William Gray Purcell. Univ. of Minnesota Press. $6.50.

WHOM THE SEA HAS TAKEN. By William Willis. Meredith. $5.95.

Psychology, Sociology

THE AMERICANIZATION OF THE UNCONSCIOUS. By John R. Seeley. International Science Press. $8.95.

THE POLITICS OF EXPERIENCE. By R. D. Laing. Pantheon. $4.95.

THE SOCIAL NATURE OF PSYCHOLOGICAL RESEARCH: The Psychological Experiment as a Social Interaction. By Neil Friedman. Basic Books. $6.95.

Religion

THE CHRISTIAN VISION. By Donald J. Thorman. Doubleday. $4.50.

CONSEQUENCES: Truth and. . . By Daniel Berrigan, S. J. Macmillan. $3.95.

ESSAYS ON OLD TESTAMENT HISTORY AND RELIGION. By Albrecht Alt. Doubleday. $6.95.

JOHN F. KENNEDY AND AMERICAN CATHOLICISM. By Lawrence H. Fuchs. Meredith. $6.95.

MEDITATIONS ON THE CHURCH: Based on the Constitution on the Church. Introduction by John J. Wright. Herder & Herder. $3.95.

SEEKER OF UNITY: The Life and Works of Aaron of Starosselje. By Louis Jacobs. Basic Books. $5.

Science

BIOLOGY. Edited by Harry A. Charipper. New York Univ. Press. $4.95.

JOHN DEWEY: Philosopher of Science and Freedom—A Symposium. Edited by Sidney Hook. Barnes & Noble. $8.50.

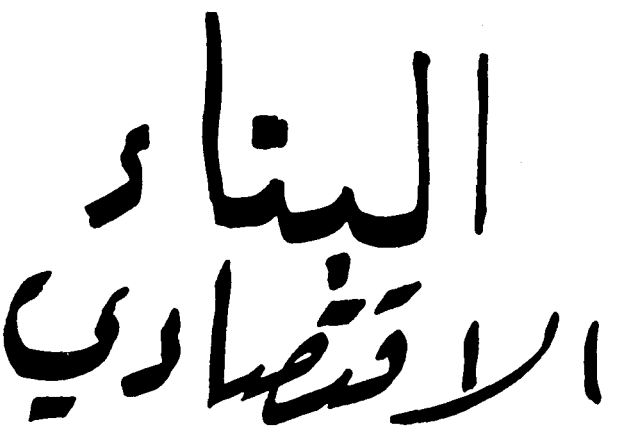
JOHN KEPLER. By Angus Armitage. Roy. $5.95.

Science Fiction

ELEMENT 79. By Fred Hoyle. New American Library. $4.50.

EXTRAPOLASIS. Stories by Alexander Malec. Doubleday. $3.95.

—Compiled by NAID SOFIAN.



(We Speak English)

We think a lot like Americans. (Many of our bright young people are U.S. educated.) But we're still very much ourselves. And our country is like no place else on earth. Bethlehem, Jerusalem, The River Jordan are virtually unchanged since the days of Christ.

Plan to visit friendly Jordan. There are plenty of modern, moderately priced accommodations. Our second language is English.

Contact your Travel Agent or Jordan Tourist Information Center, Dept. SR-471, 530 Fifth Ave., N.Y., N.Y. 10036; (212) PL 5-3431.

Jordan
the Holy Land

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

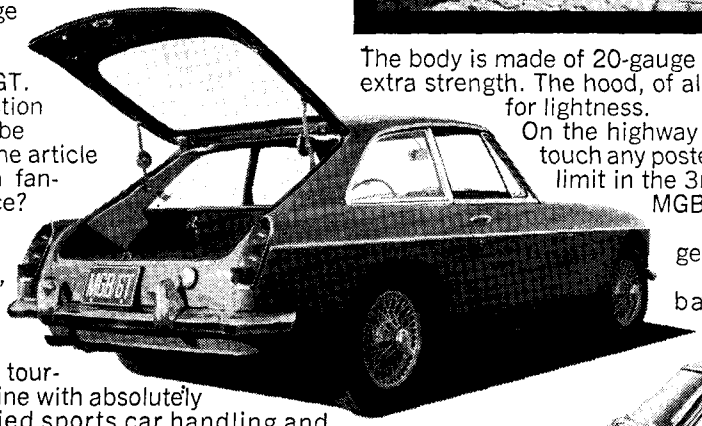
The average American car costs $3,000. For $95 more you can have an authentic English GT.

Still thinking average?

Until now you may have figured a real GT is something you could only admire but never own.

Now, for just a few dollars' more than the average car, you can have an MGB/GT. Only question is: Can it be the genuine article at such a fantastic price?

A GT car, to be authentic, must be a high-performance touring machine with absolutely unqualified sports car handling and roadability. It must offer comfort, amenities, and room for loads of luggage. Only 5 or 6 cars—the MGB/GT among them—qualify. Like the others, the MGB/GT is hand-assembled. It's put together piece by piece by craftsmen, not by machines. At Abingdon-on-Thames the car is rust-proofed 3 times and hand-rubbed in between.

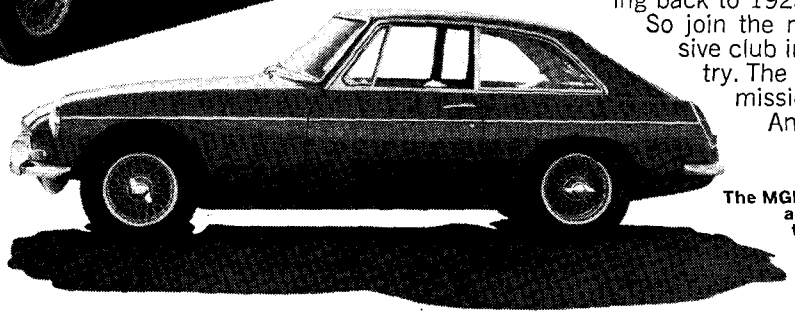


The body is made of 20-gauge steel for extra strength. The hood, of aluminum for lightness.

On the highway you can touch any posted speed limit in the 3rd of the MGB/GT's 4 forward gears. On a winding backroad you can revel in the absolute integrity of the firm suspension and precise rack-and-pinion steering.

Disc brakes are, of course, standard. They will bring you to a stop from any speed with just a pedal touch. How can we offer so much for hardly more than the average American car? Maybe because we're the world's largest sports car maker with a racing record extending back to 1923.

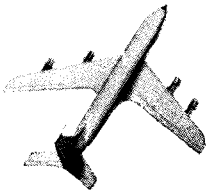
So join the most exclusive club in the country. The price of admission: $3,095.* And you can't beat that.



The MGB/GT: another action car from the sign of the Octagon.

*EAST COAST P.O.E. (SLIGHTLY HIGHER IN THE WEST) FOR OVERSEAS DELIVERY AND OTHER INFORMATION, WRITE: THE BRITISH MOTOR CORP./HAMBRO, INC., DEPT. R-8, 734 GRAND AVE., RIDGEFIELD, N.J.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



NEW YORK SANTIAGO

ON APRIL 17TH LAN FLIES NON-STOP TO LIMA AND ON TO SANTIAGO REGULARLY

L A N. The Chilean International Airline. We're expanding in the United States. In a big way. Adding a new gateway to our routes...new frequencies to our schedule. Now you can catch us in two convenient cities. □ □ □ **Miami, Florida.** That you already know. □ □ □ **New York City. That's new. Starts April 17th.**

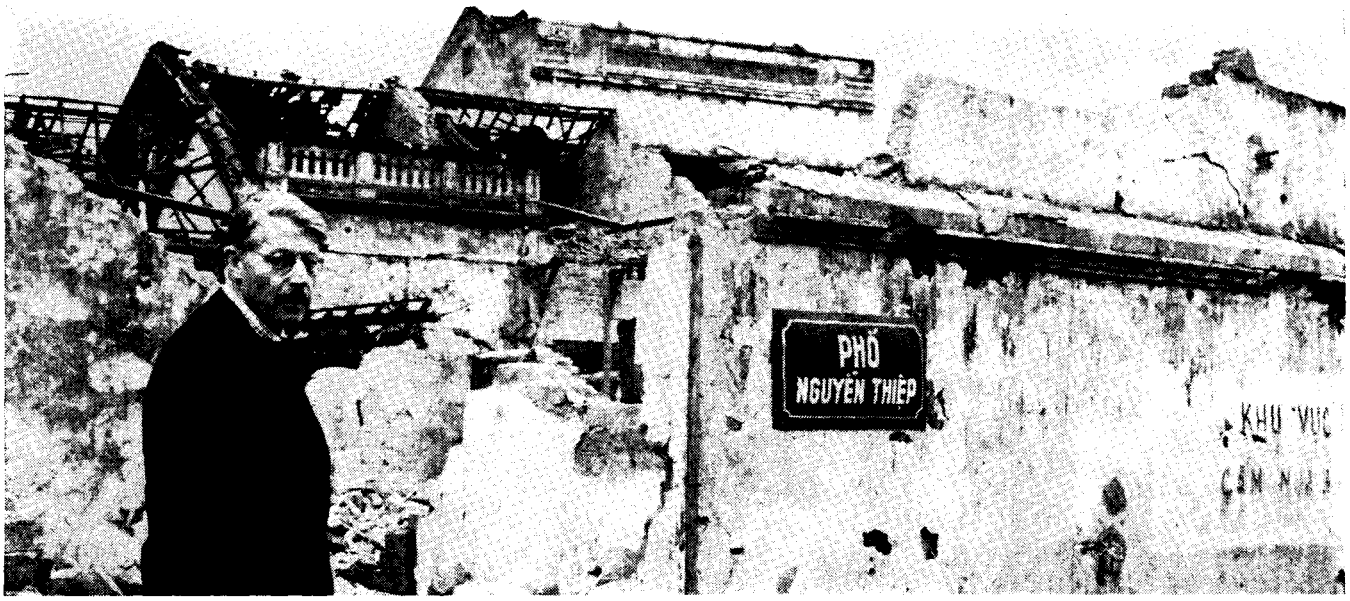
Take us from New York for non-stop service to Lima, and on to Santiago and Buenos Aires. Board us in Miami, if you have to stop off first in Panama or Guayaquil. But that's not all. We're also flying to some pretty uncommonplaces....with some rather unusual tours. For example, Easter Island. Antarctica. The Andean lakes. Fabulous summer skiing country. □ □ □ **LAN.** What a wonderful way to get acquainted with the neighborly South Americans. □ □ □ **LAN. SO FOREIGN. SO FRIENDLY. SO FAST. TO SOUTH AMERICA. FROM MIAMI 4 TIMES A WEEK. AND NEW YORK CITY, STARTING APRIL 17TH AND REGULARLY THEREAFTER.** □ □ □

LAN

THE CHILEAN INTERNATIONAL AIRLINE
ESTABLISHED IN 1929

For further information, see your travel agent or call our nearest office.
New York: 500 5th Avenue, 244-2644
Miami: 121 S.E. 2nd Avenue, 377-4763
Chicago: 5 S. Wabash Avenue, 332-7123
Los Angeles: 510 W. 6th Street, 627-4293
San Francisco: 323 Geary Street, 397-5620
Washington: 1625 K. Street, N.W., 628-2868
Boston: 426-6744 • **Philadelphia:** 923-0591

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



—*All photos from The New York Times.*

Harrison Salisbury in Hanoi—"I returned from Hanoi convinced that a settlement of the Vietnam war by negotiation lay within our grasp. The ingredients of a settlement had come within reach. . . ."

BEHIND THE LINES—HANOI

IS THERE A WAY OUT OF THE VIETNAM WAR?

By HARRISON SALISBURY

I STRONGLY SUSPECTED before I arrived in Hanoi that the North Vietnamese authorities would not have taken what was for them the giant step of authorizing my visa unless they had decided that the time had come for active exploration of the possibility of peace-by-negotiation in Southeast Asia. I departed from Hanoi with that suspicion transformed into positive conviction. No other sensible interpretation could be placed on the conversations which I had with the Premier and other North Vietnamese officials.

It was apparent that the war was approaching one more of those crossroads which had marked its development over the years. It could proceed in one of two totally opposed directions: down the arduous but productive path of negotiation toward settlement and peace; or it might be precipitously escalated and carried far beyond Vietnam, suddenly to embrace vast areas of Asia or the world. This evaluation was not contained in what anyone in Hanoi was prepared to say publicly. In fact, even in private there was a tendency to fall away from declaring explicitly what was expressed implicitly. But that North Vietnam was prepared to explore actively and seriously the possibility of bringing hostilities to an end was no longer a matter of doubt.

WHAT had produced this attitude in Hanoi? Certainly I had not found that our bombing had achieved this result. I thought that a circumstance far more dangerous to Hanoi, and quite probably to the world, lay in the background of the changed thinking. That circumstance was the chaos in China. In Hanoi one felt the hot breath of the Peking crisis like a fiery draft from a suddenly opened furnace. The events in China were like some terrible charade. Everyone's attention was riveted on them. Everyone knew the fateful consequences which might flow from them. But no one knew how to influence them.

A year earlier I did not believe Hanoi had been especially eager for negotiations with the United States. At least I did not think that North Vietnam was then prepared to talk in terms of a settlement which would have been acceptable to the United States. Earlier than that, I believed, negotiations would have been even less productive.

Going back over the course of events from 1945—the struggle against the French, the victory at Dienbienphu, the Geneva settlement, and the gradual transition from political struggle to warfare—it seemed to me that Hanoi's ambition had undergone great changes. In the early period, and probably as late as 1958 or 1959, I thought that the North Vietnamese and other Asian Communists, with Chinese encouragement, had been thinking in grandiose terms. They had dreamed of the creation of a great Asian Communist movement which would have the sympathetic guardianship of Peking. Peking would help with ideological support, material means, and possibly even the kind of logistic and tactical support which had helped General Giap to succeed at Dienbienphu. The fulcrum of the movement would be Vietnam. There was every reason for Hanoi to think that political evolution in Vietnam favored the North and specifically favored Ho Chi Minh, who then (and now) was the only national leader which the country possessed. Communism or quasi-Communism might then readily spread from Vietnam and possibly from Indonesia to Malaya and to Vietnam's companion successor states of French Indochina, Cambodia and Laos.

This had been a dream and possibly more than a dream in those years. But with the steady rise of conflict within the Communist world this goal had begun to appear less and less realistic. By the early 1960s, I believed, it must have

This article is a preview of Harrison Salisbury's forthcoming book, *Behind the Lines—Hanoi*, to be published by Harper & Row on April 19. Copyright © The New York Times Company 1967.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Movie posters in Hanoi—One (above woman) advertises a film about "hero" Nguyen Van Troi, who tried to kill Defense Secretary McNamara in Saigon.

Business as usual—Although the outskirts of Hanoi have been bombed, the city has been largely untouched and the author found morale there relatively high.

seemed quite impossible. By this time the polemics between the Soviet Union and China had begun to affect the world Communist movement radically, and no Communist regime was more caught in the middle than that of North Vietnam.

During this period, however, it was still possible for Hanoi to dream of political domination of Vietnam or at least a close working partnership with the South under National Liberation Front leadership. There had not been demonstrated up to that time (nor to the present) any political vitality in the Saigon Government which was likely to last once the war ended or the United States removed its props. The inauguration of the American bombing offensive had not changed Hanoi's evaluation of the probable outcome in Vietnam. It still seemed that Hanoi and the Front would survive long after Marshal Ky or his successors had vanished.

The bombing would make it harder for Hanoi and the Front. It would prolong the struggle. It would cost North Vietnam most, if not all, of the restricted socioeconomic gains achieved since establishment of the regime. But the gains were not essential, and the losses would not be decisive. The country was still too primitive, too poorly developed. Even if all the industries, all the improvements were destroyed, even if all the towns and cities were wiped out, the country, its essential peasant life and rice culture, would endure. There was nothing about the bombing of the North which, in the long run, was likely to add to the political viability of Saigon. On the contrary, in the end the results would be the same except that the North Vietnamese would suffer more, the casualties would be higher, the losses greater.

On the other hand, the United States would also suffer. It would begin to cost America a great deal to maintain its war effort. Those members of the Hanoi Government who took ideological guidance from Peking did not think this was at all bad. They shared the view of the Peking Marxists, who held that the more places in the world in which the United States could be mired down in grinding, endless, expensive, frustrating conflict in formerly colonial areas, the more the United States would be bled, the more its resources would be expended, the greater the burden on its social and political structure, the more intense the strain on its relations with other nations, and the greater the political defeat for the United States through loss of world support, particularly among the former colonial peoples, who possessed the majority of global population, who dominated the United Nations, and who in the future would have to be reckoned with.

CHINA was playing the long game. It was counting on the Vietnam war as the first in a series of skirmishes in which the United States would be entrapped. When enough United States forces had been tied down in Asia, in Africa, and in Latin America, Peking would come out on top. It was an attractive theory. It would require decades to work out. But Asia had more time than anything else. Eventually this strategy might involve the United States in war with China. But that, too, would be endured. Indeed, the Chinese had already worked out the tactics whereby they believed they could survive American nuclear attack.

Here the strategy of Peking and that of Hanoi showed a remarkable concordance. Ho Chi Minh talked about the inevitable escalation of the United States war effort. He and his associates noted how we had first bombed only a little way above the 17th parallel, then gradually widened out until the whole country was attacked. At first we did not hit Hanoi and Haiphong. Then gradually we moved on the two big cities. Eventually, Ho contended, the worst would happen—Hanoi and Haiphong would be attacked in a systematic and sustained fashion. But, he insisted, this would not mean the end. North Vietnam would retire to its caves and its jungles and struggle on for ten, twenty, fifty years and finally the United States would be defeated. Long before that another thing would have happened. The volunteers would have come into the war—the manpower of China and possibly of the Soviet Union and of Eastern Europe which stood ready to come at Hanoi's call.

Did Ho really think that events would take this course—that the destruction of his country, the involvement of all the Communist world, was virtually certain? Possibly not. Quite possibly he thought that the prospect of total involvement would, in time, bring the United States to discuss terms acceptable to the Communists. But now history had taken a turn which not even the least sanguine North Vietnamese had anticipated. The brooding quarrel between the Soviet Union and China had boiled over. The consequences already were disastrous for the orderly conduct of North Vietnam's defense. Month by month and week by week the problem grew more grave. North Vietnam was spending more effort now trying to maintain relations with its two great neighbors, trying to keep the flow of supplies coming through, than on any other aspect of the war. And the possibility daily heightened that graver disaster lay ahead.

China could at any moment erupt into civil war, which would mean the diminution or cutoff of the supply route. The intraparty conflict in China might reach such bitterness that one faction would halt supplies or close the roads. The Chinese already were hampering the movement of Soviet goods. They might stop them entirely. The conflict between Moscow and Peking might move into the open warfare. This would make deliveries impossible.

Any one of these combinations might produce the worst of consequences for North Vietnam. The country and its leadership might be drawn into the intra-China dispute through the simple fact that so many of Ho's associates had

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Farm to market—Bombing of transportation lines has not halted cargo flow because most goods still are moved on water, by bicycle, or on foot.

One-man shelters—Ingenious manhole-type shelters with movable concrete lids are dispersed throughout North Vietnam, offering instant refuge.

intimate relations with the Chinese. Many in his entourage had connections as close with Peking as they had with Ho. Suppose Peking thought that Soviet influence was coming to the fore in Hanoi—might it not instruct its friends in Hanoi to intervene? Might Peking already have intervened through third parties to try to affect Hanoi's policies?

It was possible the Chinese would try to confront Ho with a *fait accompli* and subvert his government if they thought he was beginning to side with the Soviet Union. In their present hysteria almost any act of Hanoi's could be interpreted in Peking as hostile to China or pro-Soviet. Hanoi had stated flatly that it would not receive "volunteers" from China or any other Communist state except in certain specified instances and only when it called for them. But could Ho be certain that Chinese "volunteers" would not suddenly pour over the frontier in response to a demand from a member of the North Vietnamese Government acting on the instruction of Peking?

There was not a diplomat with whom I talked in Hanoi who was not sensitive to these potentials. They had changed the whole aspect of Hanoi's attitude toward peace and negotiations. There was not a diplomat from Eastern Europe with whom I talked who did not strongly favor negotiations at the earliest possible moment. Not all of them favored this course because of fear of China. Many had strongly favored it before the Chinese crisis. But the Chinese crisis strengthened their feeling that the war represented a grave fissure in the world political structure, that it created a situation which under the stress of events in Peking might lead the world to nuclear catastrophe.

A nuclear war, they pointed out, was regarded with horror by all the world—except Peking, which had prepared a strategy for dealing with the nuclear devastation of China. Peking, they noted, was talking about the inevitability of American nuclear assault, the wiping out of Chinese nuclear centers, the destruction by nuclear weapons of all China's large cities. Peking thought this would merely create a trap (killing, incidentally, possibly 300 million Chinese) into which the United States would fall. Because, said Peking, after the bombs had done their work the Americans would still have to enter the nuclear-poisoned countryside and seize the land, and there they would find the Chinese, 400 million strong, emerging from caves and bunkers, ready to fight with primitive bombs and grenades at a range of 200 yards or so—closer than America's technology could be effectively employed.

The European Communists were familiar with this Chinese thinking. They were chilled by it and by the consequences it might bring to themselves and to Southeast Asia. I could not find many North Vietnamese who relished the idea, but they were so accustomed to talking of protracted war, of retreating into the hills, of fighting through decades while the Americans exhausted themselves, that the prospect did not fill them with so much horror. But I did not believe that Ho wished to lead his country down that avenue. I thought that he and his leaders had taken the measure of what the next year was likely to bring. And the year after that. It must look to them that the chances for bringing more strength into a negotiation in 1968 were less than the chances in 1967. Beyond 1968 lay more and more grave question marks.

I did not know whether Moscow, in seeking to free its hands of the China crisis and in its hopes of uniting the West in a common front against Peking, had sought to persuade Hanoi of the desirability of negotiation. Perhaps not. The Russians had found themselves in a delicate position vis-à-vis Hanoi and the Communist world. Every Communist knew Moscow had no deep interest in Vietnam. Everyone knew Moscow wanted the war settled. But that made it difficult for the Soviet Union to take a direct hand. Possibly, with the rapid deterioration in Peking, Moscow had finally spoken more directly.

Whatever the event, now, at this late hour, Hanoi was interested in talking terms. But even so there was a grave impediment. It could not talk openly or directly lest this provoke the very intervention and reprisals by the Chinese of which it was most fearful. At a hint that Hanoi was ready to talk peace Peking was apt to intervene forcibly—by closing the frontier and cutting off supplies, by bringing political pressure to bear within the North Vietnamese Government, or by sending in the "volunteers" to shift the balance back toward war.

I HAD felt before going to Hanoi that the only effective method of exploring the possibilities of negotiation was by private, completely secret talks, far from the spotlight of world opinion. It was not hard to see the futility of publicized techniques. Some efforts occurred while I was in Hanoi. The British Foreign Secretary, George Brown, made a public appeal for talks, putting the weight of his stress on Hanoi. He added for good measure the suggestion that the talks be held in Hong Kong, oblivious of the fact that the Chinese two days earlier had charged that Hong Kong was a base for the aircraft carriers whose planes were bombing North Vietnam. It was incredible bumbling. Or possibly it was not intended seriously except to ease the pressure on the Labor party at home to take some action toward ending the war.

The Pope made appeals and U Thant made appeals. None of these received a very enthusiastic welcome in Hanoi. There had been suggestions that General de Gaulle might make a good mediator. There was no doubt in my mind that de Gaulle was well regarded in Hanoi. But the attitude of the North Vietnamese officials suggested that they much preferred such a delicate business to be carried on without the intervention of third parties. They had had considerable ex-

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

perience in the past—a bit more than I was aware of when I was in Hanoi—of the difficulty of making and maintaining contacts with the United States. Publicity was the one thing they did not want. The intervention of a third party merely increased the possibility of a leak, with the unpleasant consequences which might follow.

The talks could not stand publicity. Of this I was certain. The North Vietnamese had to see the light at the end of the tunnel before they started down the passageway. Until they could feel, privately, that there was a real possibility of an agreement they could not afford public negotiations. Because the moment they entered public negotiations they could expect the China route to be cut and they could expect active Chinese efforts to upset the talks. This would be fatal unless they knew that they were going to be able to reach a peace agreement. If they started out on negotiations and failed, they would find themselves in a critical situation, compelled to renew the war against the United States but with their principal source of supply cut and the possibility that their government might have been severely weakened internally.

They had other fears, which paralleled the fears with which the United States approached the idea of negotiation. They feared that if they started to talk, their people would be convinced that peace would inevitably follow. If the talks stalled and war was resumed, it would not be possible to restore the remarkable fighting morale which they now had and which constituted their chief resource against the powerful United States. They did not have many assets and they did not feel they could jeopardize this one. They also feared that if they entered talks without a clear notion of the agreement which lay at the end, the United States might utilize the period of negotiations to increase its force levels in the South and prepare for resumption of hostilities when the talks came to an inconclusive end. This fear paralleled two great fears of the United States—that if bombing once halted it would not be possible (because of public opinion) to resume it and that the North might enter into talks simply to utilize the period for reinforcement and regrouping, which would then enable it to emerge from a deadlocked negotiation in a far stronger position.

These were the dangers which lay in the minds of the North Vietnamese and the Americans as they gingerly approached the idea of negotiations. The only way in which they might be removed was for each side to attempt an exploration in complete secrecy. They would have to see what each side was prepared to do; whether the ingredients of a deal existed. This was by no means certain. But the possibilities could be assessed through this process. I recommended it strongly to Hanoi, speaking as an interested observer. I had no diplomatic role. Anything I said was said just as an American newspaperman who happened to be in Hanoi. Therefore I could talk with a freedom which a diplomat would not possess. The same held true on the other side. When I returned to the United States, it was possible for me to talk to Washington with the same frankness and lack of reserve that had marked my conversations in Hanoi.

It seemed obvious both in Hanoi and in Washington that each side was aware of the critical moment which had arrived. If the turn toward negotiation were not taken, what was the alternative? On Hanoi's side, the deterioration of the situation in its rear would bring an inevitable turn toward radical expedients. On the American side, the pattern surely would follow the channel of escalation to higher and higher force levels. What specifically would we do? I was in no position to guess. But the speculation in military quarters had been fairly precise: intensification of bombing, sustained air attacks on Hanoi, blockade or bombing of Haiphong, land operations north of the 17th parallel, amphibious landings in the Gulf of Tonkin—all of the ominous developments which would produce the entry into the war of the "volunteers." Chinese volunteers.

The options were epochal. Peace or a land war, very possibly a nuclear war, with China. Possible Soviet intervention. To say that events had arrived at a turning point was an understatement.

I RETURNED from Hanoi convinced that a settlement of the Vietnam war by negotiation lay within our grasp. I was convinced it would not be easy to negotiate, and I was by no means convinced that we were prepared to understand or undertake this difficult and complex task. But that the ingredients of a settlement—one which would be viable, enduring, and relatively favorable to our objectives in Asia, at least as I understood them—now had come within reach I had no doubt.

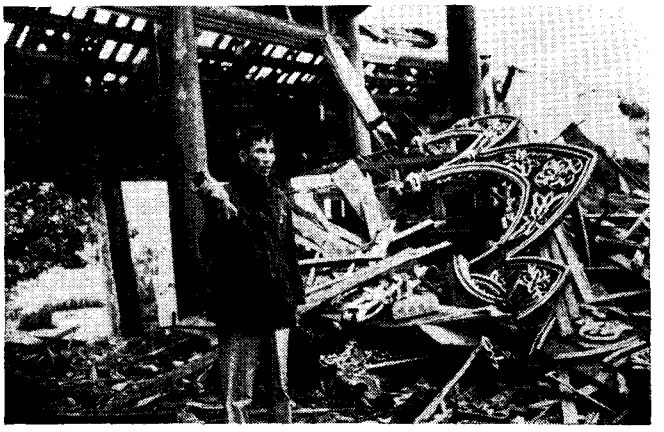
This, I must say, came as something of a surprise to me. I had explored the ground in Southeast Asia with some care only a few months earlier, in the late spring and early summer in 1966, in a trip which led me all around the periphery of China. I had gotten the impression then that the establishment of a secure and comparatively stable Southeast Asia might be impossible on terms which Washington would consider acceptable. As I understood our objectives in Southeast Asia, they comprised the following:

► We had no desire to overthrow the Communist regime of North Vietnam. We accepted the continuance of Ho and his successors in that country.

► We had no territorial aspirations in Vietnam and none in Southeast Asia. We had no desire to remain in South Vietnam or any part of Vietnam.

► We desired the establishment in South Vietnam of a viable regime which would not be Communist-dominated, Communist-oriented, or Com-

Churchbound peasant women—Though some military targets had been spared, the author found much damage in civilian areas.



Remains of Thuongkiem Cathedral—In the Phatdiem area, churches have been among the targets hit hardest by bombs.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

munist-threatened, but we did not insist that this regime be necessarily that which now held power in Saigon.

► We desired to reduce the Communist threat to all Southeast Asia and to increase the security of the area, particularly that of Laos, but we had not spelled out specific aims so far as this point was concerned.

► We were prepared, once peace and stability had been restored, to withdraw our armed forces and to offer economic and technical assistance on a massive scale, which would help to create the material foundations for a rapid advance in standards of living and development.

► We were prepared to assist in cooperative multi-nation projects such as the Mekong River development.

If these were, in fact, our objectives in Southeast Asia it seemed to me, on the basis of my conversations with representatives of the Hanoi Government and of the National Liberation Front, that with hard bargaining we could come reasonably close to fulfilling them.

So far as the public record went, the chief difficulty concerned the future status and regime of South Vietnam. The problem centered on Hanoi's support of the Front as the appropriate spokesman for the South. We did not recognize the Front, although we had said cryptically that there would be "no difficulty" about a place for the Front at the negotiating table. The existing Saigon Government of Marshal Ky was our ally-of-record, and while we had not committed ourselves to perpetuating his regime, our inclinations naturally went toward the Saigon Government, with all its faults, rather than the Front, with which we had done mortal combat.

Was there room for maneuver on this point? I suspected there was, although I did not expect the Front or Hanoi to put this on public record or even to agree to it in the first round of private discussion. But both sides had publicly agreed that they would back a "coalition" government. The Front had spelled this out to include members of South Vietnam's Constituent Assembly and some members of the Ky Government (but not Ky). We had not gone so far, but the Saigon Government had at least intimated that it looked toward a coalition. The sentiment for a coalition certainly was strong among members of the Constituent Assembly.

The problem here was balance. Who would have the majority? Was there some nonaligned or moderate figure around whom a coalition government might be constructed? Would a coalition government possess durability or would it, even if headed by a non-Communist, quickly fall apart or succumb to Communist intrigue? We did not wish to see repeated in Southeast Asia the history of Eastern Europe's postwar coalition governments, which quickly fell under Communist pressure.

I believed that the vital ingredients of the Liberation Front program (at least as described in Hanoi)—a mixed economy, free rights for all parties, neutral foreign policy, no alliances—would permit construction of such a government. Its stability could be insured by United States economic aid, guarantees by Asian powers and the Great Powers, and guarantees by Hanoi. There was an armory of factors which could be utilized to give the structure strength if it possessed the vital ingredient of political virility.

What about the North? It seemed clear that the moment was appropriate to restore the North to the situation which had been envisaged by the Geneva agreements, to try to cut its military links to Peking and to Moscow. The divisions within the Communist world favored such neutrality. It would ease the pressures on Hanoi enormously. Of course, Hanoi, even more than Saigon, would require guarantees. Not only of support (against Chinese intervention) but of economic aid and assistance in rehabilitation. The situation had developed in an appropriate manner for the achievement of aims which had been far beyond the horizon of possible diplomacy a year earlier. It was an unequaled opportunity for the United States, one which might not recur and which might slip away in certain eventualities, such as the reduction of political tensions in Peking or a rapprochement between Peking and Moscow, both of which might occur.

But establishment of neutralized regimes in Saigon and Hanoi would be only the start. It seemed to me that Laos represented an equally dangerous problem. Laos had become a mere fiction—a land which was in the hands of an uncertain number of guerrilla operations, some sponsored by the United States, some by the Communists, and some of purely Laotian origin.

Unless Laos could be quieted and sanitized, the whole theater of struggle might simply shift westward from Vietnam, with the warriors of the CIA and the Chinese International going at it hammer and tongs (or hammer and sickle). This would undermine the area dangerously. Cambodia had managed to stay out of the war, but it needed economic and probably political support as well. Thailand would be in trouble if it lost its burgeoning war-boom prosperity. Many considerations dictated the creation of a strengthened International Control Commission with a broader mandate and genuine powers not merely to police these countries but to aid and guide development. What political form this might take I did not know, but it should not lie beyond the competence of American diplomacy to establish a structure in Southeast Asia which would make the region a going concern.

This would create what the United States had so long hoped for—a strong and viable Southeast Asia, resistant to the spread of Chinese influence and Chinese Communism. Certainly China was going to be a power in the area. It

Manufacturing air raid shelters—Each shelter consists of a concrete cylinder embedded in the ground, with an easily removable lid.

Air raid bunker (background) in downtown Hanoi—"'They [Americans] think they have Hanoi on the run,' said [one] man. 'They want to pour it on.'"

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

always had been. It was unrealistic to suppose it could be shut out. But if we built on the strong factors of nationalist sentiment such as had been invoked in North Vietnam, such as would surely develop in South Vietnam—the same force which had caused Indonesia to throw off the Chinese and the Communists—we would see emerging not a series of poor, weak client countries, not a region dependent into infinity upon a huge American military garrison and the expenditure of United States funds, but a progressive group of countries, internally strong and resolutely independent. Independent of us. Independent of China. A healthy Asia, it seemed to me, must be an independent Asia.

THIS was the chance which had been created by the unexpected developments in Peking and their repercussions in Hanoi. It might well be the chance of a century. But I was not certain that Washington could grasp the opportunity. Washington was tired and Washington was stale. Washington, I feared, was filled with too many men who had committed themselves to so many past mistakes that they lived only for some crowning disaster which would bury all the smaller errors of the past. Washington was filled with politicians who were concerned with what would bring in votes in the next election or what would discomfit a possible election opponent. In that atmosphere it was difficult to get men to indulge in imaginative statesmanship. Too many were afraid to take a chance. The old policy might be a mistake. It might lead to catastrophe. But change was dangerous and uncertain. And there were competing counsels.

For instance, there was the military. The military, not unlike the French who had been there before, had not had a good time in Vietnam. Their record was poor, partly because it was not a situation which yielded readily to the application of military power and partly because the politicians were always trying a teaspoonful of this, a teaspoonful of that. When a general finally got the dose increased to a tablespoonful, this was not enough and he should have recommended a swig. No general won glory by telling his President to turn the job over to the diplomats. So they called for more of whatever it was and hoped for the best. If the Vietcong were stubborn this year, maybe double the force next year would do the job.

I was told when I was still in Hanoi by someone who had been very recently in Saigon that the American military establishment there would not accept negotiations at this time, no matter what Hanoi said. "They think they have Hanoi on the run," said this man. "They are not going to quit now. They want to pour it on. If it is poured on hard enough, there won't be any Hanoi to bother with."

A future leader?—"A healthy Asia, it seemed to me, must be an independent Asia."

I didn't know if that accurately reflected the thinking of the American military establishment in Saigon, but I encountered this line in some quarters in Washington on my return. The reasoning was simple. If Hanoi was in trouble, if China was about to blow up, if the North Vietnamese were about to lose their supply line—why talk to them? They will have to crawl to us later on. Let's hit them with all we've got.

From the standpoint of total military victory I found a grim honesty in this argument. But—and this was a large "but" to my way of thinking—this policy led straight to the confrontation which was most dangerous of all—confrontation with China's land forces, and quite possibly involvement with the Russians. We might crush Hanoi only to find ourselves locked in a fatal nuclear embrace which would eliminate all problems in Vietnam by eliminating the world of which Vietnam was a part. I thought this to be a counsel of utmost recklessness. But, of course, its advocates never mentioned the cataclysmic potentials. They limited themselves to talk about clobbering Hanoi. But, curiously, Hanoi could have been clobbered at any time in the last two years. And it had not been. Why do it now when Hanoi was ready to talk peace? A strange way to reason. Or so I thought.

"Might we not... find ourselves in a vast gray land in which not even Marshal Ky would manage to reign supreme?"

But perhaps there lay behind this reasoning a hidden factor which governed our whole Southeast Asian strategy. Or a half-hidden factor, one which was often discussed by the Pentagon strategists and the ideologists of war-game theory, the men who created the logical structure against which much of our strategic air policy was elaborated. This was the line that the real enemy in Southeast Asia was not North Vietnam: It was China. We were there not because we worried much about the regime in Saigon or that in Hanoi but to draw a line against China. This was what much of Asia thought.

I had heard this thesis advanced in Asian capitals in the summer of 1966. The Asians simply did not believe that the United States was investing the sums we were putting into Vietnam, or the manpower we were stationing there, or the enormous bases we were building in South Vietnam and Thailand simply to fight Ho Chi Minh. No. China was the objective. That was the way they calculated it. Some thought we were trying to provoke China so that we would have an excuse to bomb it, to destroy its nuclear facilities. After all, had not some of our generals proposed that line? Did it not possess a certain grim sense? If we were going to fight China ultimately, would this not be a good time to do it—before China got too strong, when we could still be sure of knocking out its atomic production centers?

If this was, indeed, our basic, secret, unstated strategy, if Vietnam was a holding operation or a maneuver to try to draw in China, if we were going through the motions of fighting North Vietnam but really were preparing for an assault on China, then, of course, the question of peace in Vietnam became moot. What was the point of it? It would run counter to our genuine intentions and would make it more difficult to cope with China.

For those who believed along these

(*Continued on page* 95)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A. J. Muste

1885—1967

By NAT HENTOFF

I FIRST SAW A. J. Muste one evening in the spring of 1960. He was speaking at Community Church in New York. I knew, of course, that he was a pacifist and I had some vague knowledge of his activity decades before in the labor movement and, for a brief period, as a Trotskyite. But I didn't know the man. He was the last to speak that night, as he often was. Tall, lean, he spoke softly, though firmly. He distilled what had gone before and went on to analyze with uncommon clarity the nature and interrelationships of the forces and the myths that kept preventing peace.

There was no immediate charisma. He did hold my attention, but by the thrust of his logic rather than by the resonance of his presence. A few days later he led a thousand people in refusing to take shelter at City Hall Park during the civil defense drill. (Five years before there had only been A. J. and twenty-five others in the first act of civil disobedience in New York against the drills.) He stood there, surrounded by young people, waiting to be arrested, as he had been in the past. That year the police passed him by, but soon there were no more civil defense drills involving orders to the populace to take shelter. The number of protesters was now too high.

Curious about the man, I spent much of the next two years with him. It was immediately clear that he was the center of the otherwise contentiously heterogeneous peace movement in the United States as well as a unifying force in international peace activity. There was no one else so thoroughly trusted and respected by all the doughty factions. There was no one else so open and expert in keeping open bridges of communication, in encouraging and advising on all manner of ideas and projects. There was no one else who, on the one hand, was so incisively analytical about what he used to term "the objective situation," and yet on the other hand so resiliently committed to possibility.

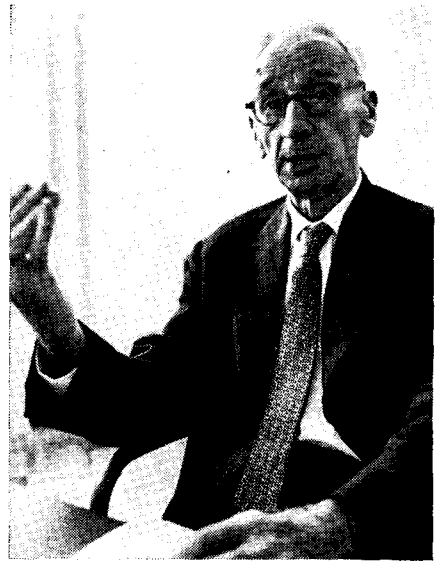
During that time, and in the years after, he changed my life. I can't tell you how he did it. It wasn't by force of awe. I knew he was an extraordinary man, but I was always easy in his presence. He had *that* quality—putting you at ease—to a greater degree than anyone I've known Aging Quakers, young students in the New Left, fiercely skeptical black militants, academicians, middle-aged women looking for relevance beyond their families—all had no problem getting through to A.J.

Perhaps I do know how he changed my life. Roy Finch, a professor of philosophy at Sarah Lawrence, explained the process better than anyone else: "This is an awfully smooth world and contains very few men of absolute principle. A. J. has stood so far on that absolute end of the spectrum of principle that he's influenced thousands of people to at least move in his direction, and they have influenced others."

That's what it is. Every time I saw him, read an article by him—or now think of him—he was a man against whom I could measure myself. Not that he was a man of saintly purity. He made mistakes, he could be stubborn, he had a deft (though not at all malicious) wit, he "wasted" his time at baseball doubleheaders and at Marx Brothers movies. But he was all of a piece. What he did he did totally. As a young minister during the First World War, he had declared his pacifism and as a result he had to leave his church in Newtonville, Massachusetts. In 1919, as an early preacher of the social gospel, he had become one of the leaders of the long, bloody textile strike in Lawrence. In the 1920s and early 1930s, he was a radical in the labor movement, a prescient advocate of industrial unionism.

For a few years in the 1930s, A. J. turned Marxist-Leninist, and so long as he traveled that route, he made no pretense at still being a Christian pacifist. When he returned to the Church and to pacifism in 1936, he was again fully committed and consistent. During his long years with the Fellowship of Reconciliation, which he served as executive secretary, his example moved and shaped young men who later became movers and shapers in civil rights (James Farmer, Martin Luther King, Bayard Rustin) and in other directions toward nonviolent, basic change in the society.

He was an organizational man and yet he was so much the individual man. In 1952, he wrote: "Precisely on that day when the individual appears to be utterly hopeless, to 'have no choice,' when the aim of the 'system' is to convince him that he is helpless as an individual and that the only way to meet regimentation is by regimentation, there is absolutely no hope save in going back to the beginning. The human being, the child of God, must assert his humanity and his sonship again. He must exercise the choice which is no longer accorded him by society. [It is a choice] which, 'naked, weaponless, armorless, without shield or spear, but only with naked hands and open eyes,' he must create again. He must understand that this naked human being is the one *real* thing in the face of the machines and the mechanized institutions of our age."



—*Wide World.*

A. J. Muste—"so utterly free."

And so the naked human being that was A. J. Muste climbed over the fence at a missile base in Nebraska, protested against nuclear testing on the White House lawn and in Moscow's Red Square, wrote, organized, went to Hanoi, and in his last days was chairman of the April 15 Spring Mobilization Committee to End the War in Vietnam.

Throughout all these years and all these activities, A.J. changed the very nature of pacifism in the United States, and he involved many, like myself, who are not absolute pacifists and who have no God. He did this by being himself and by insistently reminding us that "we cannot have peace if we are concerned only with peace. War is not an accident. It is the logical outcome of a certain way of life. If we want to attack war, we have to attack that way of life."

I remember A. J. in motion—to a meeting, to a conference in another city, or late at night on the way home with reading to do and newspapers to clip. And I remember the amusement so often in his eyes. Living it so fully, he enjoyed life enormously. He was so utterly free a man. And that perhaps is why many young people continued to listen to him in these years of the widening generational chasm. He showed them it was possible to remain free, to remain *real*.

Nat Hentoff is the author of *Peace Agitator: The Story of A. J. Muste*, and editor of the newly published *The Essays of A. J. Muste*.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Saturday Review

Editor: Norman Cousins
Publisher, J. R. Cominsky
Associate Editors: Harrison Smith, Irving Kolodin, Horace Sutton

Associate Publisher W. D. Patterson
Managing Editor Richard L. Tobin
Science Editor John Lear
Education Editor James Cass
Production Manager Pearl S. Sullivan
Poetry Editor John Ciardi
Book Review Editor Rochelle Girson
General Editor Hallowell Bowser
Art Editor Katharine Kuh
Feature Editor Alfred Balk

Editors-at-Large
Cleveland Amory • Henry Brandon • Harrison Brown • John Mason Brown
Frank G. Jennings • Joseph Wood Krutch • Herbert R. Mayes
Elmo Roper • Theodore C. Sorensen • Wallace Stegner • Paul Woodring

Contributing Editors
Goodman Ace • Hollis Alpert • Jerome Beatty, jr. • Henry Hewes
Granville Hicks • Arthur Knight
Martin Levin • Rollene W. Saal • Robert Lewis Shayon
Margaret R. Weiss • John T. Winterich

The Environment of Language

THE WORDS men use, Julian Huxley once said, not only express but shape their ideas. Language is an instrument; it is even more an environment. It has as much to do with the philosophical and political conditioning of a society as geography or climate. The role of language in contributing to men's problems and their prospects is the subject of an imaginative and valuable study now getting under way at Pro Deo University in Rome, which is winning recognition in world university circles for putting advanced scholarship to work for the concept of a world community.

One aspect of the Pro Deo study, as might be expected, has to do with the art of conveying precise meaning from one language to another. Stuart Chase, one of America's leading semanticists, has pointed out that when an English speaker at the United Nations uses the expression "I assume," the French interpreter may say "I deduce" and the Russian interpreter may say "I consider." When Pope Paul VI sent a cable to Prime Minister Alexei Kosygin and Party Chairman Leonid Brezhnev on their accession to office, he expressed the hope that the historic aspirations of the Russian people for a fuller life would be advanced under the new leadership. As translated into Russian by the Vatican's own interpreter, the Pope's expression of hope came out in a way that made it appear that the Pope was making known his endorsement of the new regime. The eventual clarification was inevitably awkward for all concerned.

The Pro Deo study, however, will not be confined to problems of precise translation. The major emphasis has to do with something even more fundamental: the dangerous misconceptions and prejudices that take root in language and that undermine human values. The color of a man's skin, for example, is tied to plus-or-minus words that inevitably condition human attitudes. The words "black" and "white," as defined in Western culture, are heavily loaded. "Black" has all sorts of unfavorable connotations; "white" is almost all favorable. One of the more interesting papers being studied by the Pro Deo scholars is by Ossie Davis, the author and actor. Mr. Davis, a Negro, concluded on the basis of a detailed study of dictionaries and *Roget's Thesaurus* that the English language was his enemy. In *Roget's*, he counted 120 synonyms for "blackness," most of them with unpleasant connotations: blot, blotch, blight, smut, smudge, sully, begrime, soot, becloud, obscure, dingy, murky, threatening, frowning, foreboding, forbidden, sinister, baneful, dismal, evil, wicked, malignant, deadly, secretive, unclean, unwashed, foul, blacklist, black book, black-hearted, etc. Incorporated in the same listing were words such as Negro, nigger, and darky.

In the same *Roget's*, Mr. Davis found 134 synonyms for the word "white," almost all of them with favorable connotations: purity, cleanness, bright, shining, fair, blonde, stainless, chaste, unblemished, unsullied, innocent, honorable, upright, just, straightforward, genuine, trustworthy, honesty, etc. "White" as a racial designation was, of course, included in this tally of desirable terms.

No less invidious than black are some of the words associated with the color yellow: coward, conniver, baseness, fear, effeminacy, funk, soft, spiritless, poltroonery, pusillanimity, timidity, milksop, recreant, sneak, lilylivered, etc. Oriental peoples are included in the listing.

As a matter of factual accuracy, white, black, and yellow as colors are not descriptive of races. The coloration range of so-called white people may run from pale olive to mottled pink. So-called colored people run from light beige to mahogany. Absolute color designations —white, black, red, yellow—are not merely inaccurate; they have become symbolic rather than descriptive. It will be argued, of course, that definitions of color and the connotations that go with them are independent of sociological implications. There is no getting around the fact, it will be said, that whiteness means cleanliness and blackness means dirtiness. Are we to doctor the dictionary in order to achieve a social good? What this line of argument misses is that people in Western cultures do not realize the extent to which their racial attitudes have been conditioned since early childhood by the power of words to ennoble or condemn, augment or detract, glorify or demean. Negative language infects the subconscious of most Western people from the time they first learn to speak. Prejudice is not merely imparted or superimposed. It is metabolized in the bloodstream of society. What is needed is not so much a change in language as an awareness of the power of words to condition attitudes. If we can at least recognize the underpinnings of prejudice, we may be in a position to deal with the effects.

To be sure, Western languages have no monopoly on words with connotations that affect judgment. In Chinese, whiteness means cleanliness, but it can also mean bloodlessness, coldness, frigidity, absence of feeling, weakness, insensitivity. Also in Chinese, yellowness is associated with sunshine, openness, beauty, flowering, etc. Similarly, the word black in many African tongues has connotations of strength, certainty, recognizability, integrity, while white is associated with paleness, anemia, unnaturalness, deviousness, untrustworthiness.

The purpose of Pro Deo University in undertaking this study is not just to demonstrate that most cultures tend to be self-serving in their language. The purpose is to give educational substance to the belief that it will take all the adroitness and sensitivity of which the human species is capable if it is to be sustained. Earth-dwellers now have the choice of making their world into a neighborhood or a crematorium. Language is one of the factors in that option. The right words may not automatically produce the right actions but they are an essential part of the process. —N.C.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

LETTERS TO THE EDITOR

Proposal for the Labor Front

I SHARE A. H. Raskin's conviction, as expressed in his excellent article "Collision Course on the Labor Front" [*SR*, Feb. 25], that the salvation of collective bargaining is up to labor and management. Unless labor-management confrontations stop hurting the bystanders, the public is going to step in and force a substitute procedure for collective bargaining and the right to strike.

Mr. Raskin makes excellent points when he advocates a more active role by parent federations in guiding their affiliates, more emphasis on resolving local issues, and a recasting of the mechanics of bargaining. But I have misgivings about the suggestion that in the interim the President should have at his disposal a "broad range of weapons" in addition to the Taft-Hartley injunction. I am convinced that it would put a third party at the bargaining table who would threaten an "imposed settlement" in the event the other two parties do not come to terms. In my view, compulsion is not the solution.

I have introduced legislation which, I submit . . . will make it easier for the parties to work out their own terms . . . by scaling down the economic power of union officials and restoring some measure of balance between labor and management. One proposal would extend Taft-Hartley injunctions until settlement is reached. . . . The other bills would protect individual employers by assuring secret elections in representation cases and prohibiting fines by unions.

PAUL FANNIN,
United States Senator,
Arizona.

Washington, D.C.

The MEDICO Way

IN REGARD to Senator Walter F. Mondale's article, "How Poor Nations Give to the Rich" [*SR*, March 11], the best way to avoid retention in this country of scholars from underdeveloped lands for specialized training is the MEDICO way.

In Afghanistan, CARE-MEDICO has established a four-year residency training program in surgery and medicine that simply duplicates U.S. training. American teachers go to the underdeveloped country and, in addition, the unique medical problems of the area are managed by modern, sophisticated techniques.

EVERETT SHOCKET, M.D.

Miami Beach, Fla.

"What I Have Learned"

SR's MAGNIFICENT series of articles by various authors on "What I Have Learned" has been most helpful to me, and no doubt others have found them stimulating. Might they some day be collected in a book?

PAUL H. DYAL.

New York, N.Y.

EDITOR'S NOTE: SR *is pleased to report that the series will be published as a book by McGraw-Hill at a date to be announced.*

Kudo for the Critics

HOLLIS ALPERT is to be commended on his fine review of *The Taming of the Shrew* [*SR*, March 18]. The merit of the review lay not so much in his praise of the film but that he said he liked it without beating around the bush. The reviews of critics Alpert, Arthur Knight, and Henry Hewes are among the few worthy of serious attention.

STEVE GUIMOND.

Cullowhee, N.C.

No Aliens

N.C.'s EDITORIAL, "There Are No Aliens" [*SR*, March 11], was most perceptive.

For three years I wandered around the world, doing most of my traveling by hitchhiking, and the only problems I encountered pertaining to passports, etc., were from my own country, the United States. Most border crossings in Europe consist of a friendly wave from the frontier officials, and to get a stamp in one's passport one usually must badger the official.

I sincerely hope this editorial is well read by our State Department.

RICHARD W. SHANE.

Pasadena, Calif.

Nepal Birthday

AT A RECENT dinner party in Katmandu, our hostess, who is also the U.S. Ambassador, Miss Carol Laise, called our attention to your travel issue of January 7. She was chagrined to find your World Travel Calendar in error regarding His Majesty's birthday. That prompted this verse:

'Tis surprising a journal so erudite
Would not get a king's birthday right.
Perhaps in America January is like
June
But in Nepal we calculate by the
phase of the moon.
And June is June.

The King was born on the eleventh
day
And that's the way it's got to stay.

If your readers hurry, they can still get to Nepal for His Majesty's birthday.

MRS. GEORGE E. MILLER.

Katmandu, Nepal.

Student Travel

WOULD THAT every American student planning a trip abroad would avail himself of the excellent advice contained in your Educational Travel Issue [*SR*, Feb. 18]. Paris has always attracted students, but many encounter problems which they might have avoided had they been better informed.

The American Aid Society and other community organizations in Paris have neither adequate means nor facilities for handling the problems of an increasing number of young people who have failed to consult reputable organizations and publications.

MRS. JOHNSON GARRETT, President,
American Aid Society of Paris.

Paris, France.

Flying *Sauciers?*

I WONDER IF it has occurred to Goodman Ace in his writings about malapropisms [TOP OF MY HEAD, Feb. 11, Mar. 11] that in these days of chartered planes Cook's Tours might be called flying *sauciers*?

And I still recall the Parisian who ordered two eggs for breakfast and, when the waitress brought only one, remarked that in France one egg is an *oeuf*.

R. PIERSON EATON.

Warren, Pa.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

We have the last word on Saturday Review.

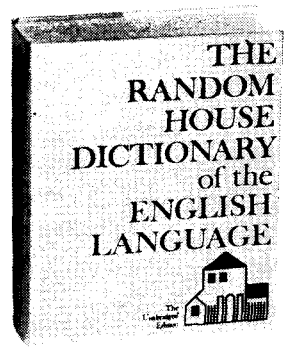
Sat·ur·day (sat′ər dē, -dā′), *n.* the seventh day of the week, following Friday. [OE *Sater(nes)dæg*, trans. of L *Sāturnī diēs* Saturn's day; c. D *zaterdag*, LG *saterdag*]

re·view (ri vyōō′), *n.* **1.** a critical article or report, as in a periodical, on a recent book, play, recital, or the like; critique; evaluation. **2.** a periodical publication containing articles on current events or affairs, books, art, etc.: *a literary review.* **3.** a second or repeated view of something. **4.** the process of going over a subject again in study or recitation in order to fix it in the memory or summarize the facts. **5.** an exercise designed or intended for study of this kind. **6.** an inspection or examination by viewing, esp. a formal inspection of any military or naval force, parade, or the like. **7.** a viewing of the past; contemplation or consideration of past events, circumstances, or facts. **8.** a general survey of something, esp. in words; a report or account of something. **9.** *Bridge.* a recapitulation of the bids made by all players. **10.** a judicial reexamination, as by a higher court, of the decision or proceedings in a case. **11.** *Theat.* revue. —*v.t.* **12.** to view, look at, or look over again. **13.** to go over (lessons, studies, work, etc.) in review. **14.** to inspect, esp. formally or officially: *The President reviewed the troops.* **15.** to look back upon; view retrospectively. **16.** to survey mentally; take a survey of: *to review the situation.* **17.** to present a survey of in speech or writing. **18.** to discuss (a book, play, etc.) in a critical review; write a critical report upon: *The Times reviewed her book favorably.* **19.** *Bridge.* to repeat and summarize (all bids made by the players): *to review the bidding.* **20.** *Law.* to reexamine judicially: *a decision to review the case.* —*v.i.* **21.** to write reviews; review books, movies, etc., as for some periodical: *He reviews for some small-town newspaper.* [< MF *revue*, n. use of fem. ptp. of *revoir* to see again < L *revidēre*, equiv. to *re-* RE- + *vidēre*; see VIEW] —**re·view′a·bil′i·ty**, *n.* —**re·view′a·ble**, *adj.* —**re·view′less**, *adj.*

—Syn. 1. REVIEW, CRITICISM imply carefully examining something, making a judgment, and putting the judgment into (usually) written form. A REVIEW is a survey over a whole subject or division of it, or esp. an article making a critical reconsideration and summary of something written: *a review of the latest book on Chaucer.* A CRITICISM is a judgment, usually in an article, either favorable or unfavorable or both: *a criticism of a proposed plan.* The words are freely interchanged when referring to motion pictures or theater, but REVIEW implies a somewhat less formal approach than CRITICISM in referring to literary works: *movie reviews; play reviews; book reviews.* Thus, one expects to find REVIEWS in newspapers and popular periodicals; CRITICISM is confined to more learned periodicals and books. **3.** reconsideration, reexamination. **18.** criticize.

Just as your syndicate had some kind words about us:

"Even on a first inspection (it) reveals itself as a major, and, in certain respects, a trail-blazing entry in its field... Legibility is exceptional, both for entries and definitions, with excellent contrast... Meanings are enumerated lucidly and legibly, with emphasis about equally divided between practicality and scholarship... a credit to its compilers and a notable addition to American lexicography."—JOHN BARKHAM, *Saturday Review Syndicate*



Always has the last word. $25.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Books

26 Check List of the Week's New Books
39 "Tales of Manhattan," by Louis Auchincloss
40 Letters to the Book Review Editor
41 "The Temper of Our Time," by Eric Hoffer
59 "The Accidental President," by Robert Sherrill
60 "Anti-Politics in America," by John H. Bunzel; "Politics: The American Way," by Abraham Ribicoff and Jon O. Newman
63 "The American Way of Life," by Ashley Montagu
64 "The Reds and the Blacks," by William Attwood
65 "A Diary in the Strict Sense of the Term," by Bronislaw Malinowski
66 "Two Flamboyant Fathers," by Nicolette Devas. "Dag Hammarskjöld," by Henry P. Van Dusen
67 "After the War," by Daniel Stern
68 "Justice Hunger: A Short Novel and Nine Stories," by Meyer Liben
69 "The Thorn Trees," by John McIntosh. "The Godmother," by Janice Elliott
70 "John and Mary," by Mervyn Jones

LITERARY HORIZONS

Perspective on Prosperity

THE THIRTEEN stories in Louis Auchincloss's *Tales of Manhattan* (Houghton Mifflin, $4.95) are divided into three groups: "Memories of an Auctioneer," "Arnold & Degener, One Chase Manhattan Plaza," and "The Matrons." All touch in one way or another the world of wealth, power, and social distinction that Auchincloss has made peculiarly his.

The first five stories are told in the first person by Roger Jordan, who works for and is later vice president of "the ancient auction gallery of Philip Hone & Sons, at the corner of Park Avenue and Fifty-seventh Street." One is the tale of a man who spent his fortune on a castle off the coast of Maine; another deals with an eminent professor and a young charlatan; a third portrays a painter who just misses fame. All the stories show how knowledgeable Auchincloss is, and the writing is urbane and often witty. For instance, in speaking of the promotion of hitherto obscure painters, Jordan says: "Still, as the masterpieces of art, swept by the inexorable law of the income tax, drop, first one by one, then dozen by dozen, into the great sea of museums, that bourne from whence no traveler returns, it behooves us dealers to develop the public taste in the direction of lesser but more accessible artists."

Each of the stories has a surprise ending. All we think we know about the man who built the castle is suddenly reversed by his daughter. The charlatan does contribute to the reputation of the professor, though not in the way the latter had expected. The secret of the unappreciated painter turns out to be rather shocking. The fact that surprise endings are old-fashioned doesn't bother me, but I feel that four out of the five stories are obviously contrived.

The fifth story, "The Money Juggler," is both more credible and more substantial than the others. Four members of the Columbia Class of 1940—a Wall Street broker, a popular columnist, a corporation lawyer, and the auctioneer-narrator—are having lunch together. Their chief topic of conversation is "the failure and flight from justice of our classmate Lester Gordon," who had enjoyed a series of spectacular successes. None of the four had liked Gordon, either in college or afterwards, and they all take pleasure in his downfall. But as the conversation proceeds it becomes clear that each of these men, who consider themselves morally superior to Gordon, has had a share of the profits he has so unethically amassed. The theme is one that Bernard Shaw exploited in *Mrs. Warren's Profession* and *Major Barbara* —the universality of guilt. Shaw, of course, had a way of escape: change the system, adopt Socialism. Auchincloss has no remedy. The narrator says: "Is that capitalism? That the aristocrat, the intellectual, and the professional are bound to the chariot of the money juggler?" But in the end he falls back on cynicism: "What were we but four junior Gordons?"

The stories in the third section are pleasant but not particularly profound. The central characters are for the most part pathetic: the extra man, the hanger-on in good society, who has to face the fact that he is no longer in demand; the highly competent mother of four children who is taught her limitations; a woman on whom everyone imposes; a man who has made great sacrifices for his family. These are stories that Edith Wharton, whom Auchincloss admires, might have written in her later years.

By far the best group of stories is the second, all of them concerned, as are the stories in *Powers of Attorney*, with members of a mighty law firm in downtown New York. One of the partners says: "I plunged into the pool of law like a hot boy on a July day. The orderly, hierarchical atmosphere of the firm, where one knew precisely at all times what was expected of one and where one rose from tier to tier pretty much in proportion to one's efforts, seemed to me a tiny civilization in the midst of chaos, a Greek city-state on a plain surrounded by barbarians. I loved the law from the beginning and loved the practice of it. I have never believed in the sincerity of those who pretend to find it difficult to live within a code." I would not suggest that Auchincloss fully shares this exalted opinion of the profession to which he belongs. He would scarcely say, with the Lord Chancellor in *Iolanthe*, "The Law is the true embodiment of everything that's excellent." But, like James Gould Cozzens, who is not a lawyer, Auchincloss is fascinated with the law both as an attempt to apply reason to human affairs and as, for literary purposes, a background against which the irrationalities so common in human behavior can be effectively exhibited.

In the first of the four stories in this group Sylvaner Price, now the dominant partner of Arnold & Degener, is trying to give a proper official account of Guthrie Arnold, the founder; but something —perhaps, he thinks, the senior partner's ghost—keeps compelling him to tell the truth. The discrepancy between public image and reality is a recurring theme. Foster Evans learns something about himself and something about Lewis Bo-

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

vee, his ideal: "Mr. Bovee at the end of his long table, dispensing compliments and offering little toasts, might have been the man with the long whip surrounded by seemingly docile tigers perched on stools. The whip was the law, and without the law he and I well knew to what a shambles life was reduced. Yes, my tragedy, or at least my bathos, is that I have been simply a lawyer. My guide and mentor was, in his own fashion, a man." Eric Temple, the heretical New Dealer, fares well even when under investigation by Senator McCarthy. Cliffie Dean, who leads a revolution against Lloyd Degener, gets what he wants and regrets it. ("Save a bees' nest from a burning bush, and you can count on them to sting you.")

In "The Money Juggler" Roger Jordan says: "Glancing from John to Townie to Hilary, I was suddenly struck by the size of their common denominator. It was in their eyes, in the opaque glitter of their distrustful eyes. They were all *prosperous, all expensively and similarly* clad. I would have defied John O'Hara himself to have told in that assemblage of colored shirts, which was the descendant of a colonial governor, which the popular columnist and which the Wall Street lawyer. Over their apparel, which was as beautiful as a *New Yorker* advertisement, glowed the snakes' eyes that saw the world at a snake's level: one inch above the ground." The irony is that the narrator's eyes can't be more than an inch higher. Auchincloss has a larger vision than that, but not so large as I could wish.

—Granville Hicks.

FRASER YOUNG'S LITERARY CRYPT No. 1235

A cryptogram is writing in cipher. Every letter is part of a code that remains constant throughout the puzzle. Answer No. 1235 will be found in the next issue.

AM JPC DEMJCTJ XCJRCCM CYTC

YMW NAXCKJZ, JPC VAKTJ PYJP

BCMCKYNNZ LKCIYANCW.

—PYNAVYH

Answer to Literary Crypt No. 1234

Democracy substitutes election by the incompetent many for appointment by the corrupt few.

—Shaw.

LETTERS TO THE Book Review Editor

Concentration Camps on Hand

It could happen again, says Roger Baldwin in his introduction to *Concentration Camps, U.S.A.*, by Charles R. Allen, Jr. [*SR*, Mar. 18]. Those who have the courage to read this little book will learn that not only in Hitler Germany did the natives claim not to have known of these camps which were situated within ten miles or less from their homes, but that natives of Allentown, Pa; El Reno, Okla.; Florence, Ariz.; Wickenburg, Ariz.; and Tule Lake, Calif., are also not aware of *our* projected use of these sites for concentration camps, based on Title II of the McCarran Internal Security Act.

Since 1952 these camps have been kept in "readiness" despite our then-President Truman's veto message of that portion of the McCarran Act.

Mollie G. August.

Philadelphia, Pa.

Vilified for Profit?

The review by Marguerite Clark of *The Healers* [*SR*, Mar. 11] is alarming and disturbing on many counts. . . .

The medical profession is certainly no worse than the clergy and the lawyers. We are all human beings and there will always be a scoundrel in our midst. However, I know that the great majority of physicians are dedicated to healing the sick with little thought for themselves. . . . Certainly a physician wishes to receive due recompense commensurate with the years of study and preparation that go into his long and essentially unsubsidized training period. Eight to ten years after college is perhaps the longest post-graduate training in our society, and a physician has a right to a reasonable return on this investment and for the long hours and constant strain that are his way of life. It is only the insecure and ineffective, however, who would spin a tall tale to justify a big bill, and if this is done, I suspect the purpose is really to bolster the ego rather than to fill the pocketbook. . . .

I object to the implication that medical school-hospital services are the only places where honest medicine is likely to be practiced or that medical schools take over more and more hospitals in order to make them honest. . . . The profession actively polices itself and does not need the medical schools to do the job for it. The *suggestions made in this book, if taken seriously*, could undermine years of effort expended in bringing the medical school teachers and the community physicians together in the job of continuing education for all physicians for the betterment of patient care. Physicians have been working very hard at this business of keeping up to date and are beginning to examine themselves to see how successful their efforts are. How many other professions do this?

It seems to me that the medical profession as a whole has been vilified—for profit—by Anonymous, M.D. and by Putnam, the publisher. An apology is due.

Richard W. Vilter, M.D.
Gordon Taylor,
Professor of Medicine
Helen Hughes Taylor,
Director, Department of Medicine,
University of Cincinnati.

Cincinnati, O.

McCarthyism Over

May I congratulate *Saturday Review* for printing Granville Hicks's candid review of *Think Back on Us* in the March 11 issue. The McCarthy era is over when a writer can state in a national magazine that he was *once a member of the Communist Party.*

Mrs. Kenneth F. Kister.

Belmont, Mass.

Too Revealing

Mr. Granville Hicks in his review of Elia Kazan's novel *The Arrangement* [*SR*, Mar. 4] states that the question asked by Mr. Kazan's work is "what do and what should men live by?" In the course of his review, Mr. Hicks reveals the hero's solution to his search. Is a reviewer justified in disclosing a plot development that answers in advance a question the reader would be asking himself as the character study of the hero progresses?

Don't both author and prospective reader have just cause for complaint?

Teresa C. Campbell.

Tucson, Ariz.

Borrowed Culture

Your review of Pierre Gascar's *The Best Years* [*SR*, Feb. 11] mentions as one of the pleasures of childhood in Aquitaine "Hallowe'en with its pumpkins and ghosts." My wife, who was brought up in Belgium, does not remember Hallowe'en as a European tradition, and her botany books definitely make pumpkins a strictly American plant. Had the sons of Aquitaine been doing a little cultural borrowing, or what?

Gordan B. Chamberlain.

Tokyo, Japan

Frodo's Native Tongue

You are correct in writing in reference to Frodo [*SR*, Mar. 18]: "He speaks Elvish." However, it should be noted that Elvish was a second language for Mr. Baggins. Tolkien notes that "Frodo is said to have shown great 'skill with foreign sounds.'" His native language was Westron, or the Common Speech. The ancestral language of the Hobbits had died out (except for place names) by the Third Age of Middle earth.

CJ Stevens.

Bronx, N.Y.

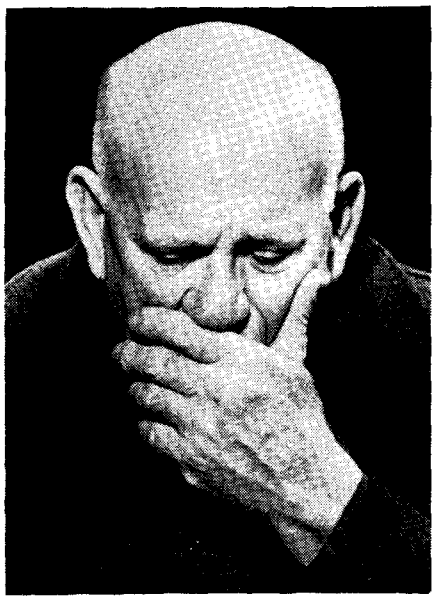
PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Road Sign for the Negro

The Temper of Our Time, *by Eric Hoffer (Harper & Row. 111 pp. $3.95), a collection of provocative, sometimes disturbing essays, evaluates, among other topics, this "age of the intellectuals" and the Negro revolution, which the author excoriates. Milton R. Konvitz, Cornell University professor, wrote the recently published "Expanding Liberties: Freedom's Gains in Post-War America."*

By MILTON R. KONVITZ

AT ONCE deep and shallow, satisfying and frustrating, profoundly wise and merely clever, this fourth book by Eric Hoffer is nevertheless unqualifiedly stimulating, and even exciting. What Hoffer—a man who spends three days a week as a longshoreman and one day a week as "research professor" at the University of California at Berkeley—says of the Florio translation of the essays of Montaigne may be said of his own writing: "The sentences have hooks in them which stick in the mind. . . ." But often Hoffer is guilty of hit-and-run tactics: he throws out a thought in an epigrammatic form that has the capacity to provoke or even shock the reader, but Hoffer leaves it when he puts the period at the end of the sentence. I often felt like shouting, "Hey you! Get back here! See what you have written! Doesn't it provoke you? Aren't you going to examine its implications, spend your next day at the great library at Berkeley testing it to see if it is as true and as significant as you now seem to think it is?"



Eric Hoffer—sentences with hooks.

It is not that Hoffer is interested merely in wise-cracking; he is unremittingly serious and concerned. Perhaps his thoughts come too fast; they push their way to instant expression, and there they are for all to see and to make of them what one can. The result is a book not so much of essays as of fragments. As a philosopher his style of thought is pre-Socratic: he constantly discovers broad generalizations, universal laws, but leaves them as stark, challenging insights—which others, but not he, may be provoked to examine at a pedestrian pace. Let Plato convert the penetrating intuitions of Empedocles into hypotheses. The philosopher of love/hate and the four elements has no mind for scientific investigation and logical disputation.

Thus in the essay "A Time of Juveniles" he states that, instead of revolutions being the engines of change, "change prepares the ground for revolution. . . . Change comes first." Since the adolescent lives through a period of "drastic change," his actions tend to become those of a "juvenile delinquent." Other types of drastic change evoke actions that are also characteristically juvenile because juvenility is an endemic disease of men in a state of change. "Thus a time of drastic change [like ours] is likely to become a time of wild dreams, extravagant fairy tales, gigantic masquerades, preposterous pretensions, marching multitudes with banners waving and drums beating, messiahs bringing glad tidings, and mass migrations to promised lands."

Now here is an extremely interesting philosophy of history thrown out in a nugget of fourteen pages, with not a footnote in sight. It is left for a Vico, a Spengler, or a Toynbee to test and prove it as a hypothesis in three or more big, difficult, and fully documented volumes.

Less than fifty pages later, Hoffer, in the chapter "A Name for Our Age," finds that ours is "the age of the intellectuals." There are some fifteen pages devoted to this theme, pages in which the reader will discover interesting, perceptive ideas. But at the end one asks if these ideas add up to persuasive proof that ours *is* the age of the intellectuals; and then, recalling "A Time of Juveniles," one wonders whether intellectuals are juveniles or juveniles are intellectuals.

To this reviewer, the most disturbing essay in the book is the one on "The Negro Revolution." Since it is the most consequential piece in the book, I would like to examine it more closely. I see its theme as a crude, heavy, murderous club with which to beat and crack the heads of Negroes.

Let Hoffer himself provide a summary of his position:

> Even when it tries to be gentle, the voice of the Negro seems to say: "Lift me up in your arms. I am an abandoned and abused child. Adopt me as your favorite son. Feed me, clothe me, educate me, love and baby me. You must do it right away or I shall set your house on fire or rot at your doorstep and poison the air you breathe."
>
> To sum up: The Negro revolution is a fraud. It has no faith in the character and potentialities of the Negro masses. It has no taste for real enemies, real battlegrounds, and desperate situations. It wants cheap victories and the easy way. A genuine mass movement does not shy away from desperate situations. It wants above all to prove the validity and potency of its faith, and this it can do only by acting against overwhelming odds. . . .
>
> Like his fellow Americans, the Negro sets his heart not on "things which are not" but on things he sees in store windows. Hence, when Negro masses act, you have looting orgies and not a mass movement.

Hoffer can be permitted to be a hit-and-run thinker when he writes philosophies of history that one can take or leave as one likes. But when he writes about "the Negro revolution" he is not pushing ideas around but people, men with "hands, organs, dimensions, senses, affections, passions," who bleed when pricked, and who can ask: "If you poison us, do we not die? And if you wrong us, shall we not avenge?"

I would ask Hoffer: Is it just to substitute the riots in Watts, Rochester, and Harlem for the civil rights movement as the essence of "the Negro revolution"? When the thousands of Negro high school and college boys and girls sat peacefully, silently at lunch counters, or marched with Dr. Martin Luther King, Jr., singing "We Shall Overcome" on streets and in parks where they had a right to assemble, were they thinking of the things one sees in store windows? Were they engaged in looting orgies or in an unprecedented mass movement which almost the whole world watched with respect, admiration, and sympathy?

When six Negro girls and three Negro boys walked to the door of Central High School in Little Rock as some 500 whites stood and surged and shouted and threatened, and as the mob increased to a thousand persons in a lynching mood,

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

did these Negro children and their parents show that they had "no taste for real enemies, real battlegrounds, and desperate situations"? Was James H. Meredith, were Vivian Malone and James Hood, as they tried to get into the University of Mississippi and the University of Alabama, looking for "cheap victories and the easy way"?

True enough, there were Negro mobs in Watts and other Negro ghettoes, and I would not whitewash their lawless riots. But morally I find it easier by far to condemn the university students on the campus of the University of Mississippi who rioted against the 300 federal marshals, the large force of state troopers, the federalized Guardsmen, and the regular Army troops, ordered there by President Kennedy to assure the admission of a single Negro.

Can it be that Hoffer got so carried away by his passionate rhetoric that he could not see who it was that was "acting against overwhelming odds"?

Hoffer remembers the Negro vandalism, the looting of stores in the course of the riots. They should be remembered. But so, too, should be remembered the forty Negro churches burned in Mississippi in 1964. While the passions of the Negro mobs directed themselves against property, is it not relevant to note that from 1960 to the beginning of 1966 the civil rights movement had nearly thirty martyrs, among them the four Negro children who died in the Birmingham church bombing?

I am afraid that "the voice of the Negro revolution" "grates" on Hoffer so much that he hears only what he wants to hear. And I am afraid that it fills him "with scorn" because he has shut his heart as well as his ears. I found the most telling part of his essay a passage which, at first, I could not believe that I had really read. This is what he says:

> The simple fact is that the people I have lived and worked with all my life, and who make up about 60 per cent of the population outside the South, have not the least feeling of guilt toward the Negro. . . . My kind of people does not feel that the world owes us anything, or that we owe anybody—white, black, or yellow—a damn thing . . . he can have no special claim on us, and no valid grievances against us. He has certainly not done our work for us. Our hands are more gnarled and work-broken than his, and our faces more lined and worn.

After assuring myself that Hoffer really wrote this, the first thing that came to my mind was St. Paul's hymn to love:

> If I speak in the tongues of men and of angels, but have not love, I am a noisy gong or a clanging cymbal. And if I have prophetic powers and understand all mysteries and all knowledge . . . but have not love, I am nothing. . . . Love is patient and kind; love is not . . . boastful; it is not arrogant or rude . . . it is not irritable or resentful. . . .

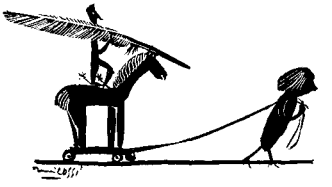
I do not know Eric Hoffer's "kind of people" who feel that they do not "owe anybody . . . a damn thing." The question, of course, is not whether we owe anything to other people in the bookkeeping sense of creditors and debtors. The moral law does not assume that I owe anything in this commercial sense to the poor, the widow, the orphan, the maimed, the stranger. I owe them what righteousness and love demand of me. A man has no right to look at the hands of his neighbor who needs help to see if they are "more gnarled and work-broken than his"; he has no right to look into his face to see if it is "more lined and worn."

What does Hoffer want the Negro to do? First, the Negro must become aware of the fact that the task is a "do-it-yourself job. Anything done to and for the Negro must be done by Negroes." Secondly, the "only road left for the Negro is community building." The "formless and purposeless group" must become "bound into a genuine community capable of effort and achievement. . . ." What Hoffer has in mind, he says, is "Negro centers, societies, agencies, loan associations, athletic clubs, discussion clubs, and the like . . . the building of a model Negro suburb, or a Negro hospital, a Negro theater, a Negro school for music and dance. . . ."

Several times Hoffer holds up as a model the Jewish community and its institutions, in Israel and in the United States. But surely the Jews did not wait for advice from non-Jews. They have been living their communal lives as Jews for over twenty-five hundred years. In all their wanderings and captivities, they tried to live in the spirit of the advice given by the prophet Jeremiah in his letter to the exiles in Babylon in 597 B.C.:

> Build houses and live in them; plant gardens and eat their products. Take wives and have sons and daughters; take wives for your sons, and give your daughters in marriage, that they may bear sons and daughters. . . . But seek the welfare of the city where I have sent you into exile, and pray to the Lord on its behalf, for in its welfare you will find your welfare.

How long has it been that American Negroes could build houses and live in them? In how many cities are Negroes able to work as carpenters, plumbers, masons, or electricians on houses in which other people will live? And it is only a mere 100 years that the Negro has been able to take a wife and to give his sons and daughters in marriage. If a great deal of history is needed to produce a little literature, as Henry James



said, it requires a great deal more of history to produce a community.

If we were to remove the demagogic, rabble-rousing, expressed and implied appeals to "Black Power" in the talk of Floyd B. McKissick and Stokeley Carmichael, there would not be any substantial difference between them and Mr. Hoffer. All of them seem to stand for an up-dated, more inspired, more programmatic version of "separate but equal"—racial segregation with a spirit of competitive co-existence, with self-enclosed economies, with different cultures. The most important difference between this program and the "separate but equal" system that prevailed as the American system until 1954 is that Negroes will no longer allow themselves to be exploited as workers and as citizens. They are, instead, to work for their own bosses and have their own politicians and perhaps even their own party or parties.

To most Americans—white and Negro—this sounds like the rankest form of racism. Racism without exploitation and with a large dose of race pride is still racism.

Book reviews continued on page 59

Bright Heraclitus

By Alexander Laing

As their dark circle tightened on the rim
we closed our whirling ranks.
Eastern horns
belched in the north, in the west.
From groin and glottis of our sudden dead
we tore unvarying arrows.
Horn bray, bow twang,
loud in the south now,
riding hoof-struck thunder.
Order—keep order—
by order from the center.

And then it happened: your straight lunge of thought,
axial, ardent, not centrifugal.
Breaking their studded ring
woven of flesh in iron
out to an endlessness of raw stars rising
you thrust our vital anarchy: the mind.
Beyond their circle, nine transparent spheres
splintered. You broke the first.
Then, gladly, each of us
took his own way
to open the ringing sky.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Forum, Rome

Flamenco! Madrid

High in the Austrian Alps

Pageantry in London

Herrenchiemsee Castle, Germany

Dutch treats near Amsterdam

Notre Dame Cathedral, Paris

Wherever you go in Europe, TWA is the best way to begin.

Start your vacation in France and fly home from Portugal. Or begin in Spain, leave from England. Go from Ireland to Eastern Europe, Scandinavia to the Mediterranean...TWA makes it all a little easier.

We fly to London, Paris, Rome, Frankfurt, Milan, Shannon, Zurich, Geneva, Lisbon, Madrid, Athens. And this summer, we'll have over 140 flights a week across the Atlantic. On most: wide-screen color movies and 8 channels of hi-fi and stereo entertainment.

Ask "Mr. Information"—your travel agent—about TWA Worldwide Adventures. They give you over 100 ways to see Europe, on your own or with a group. (Fares begin at only $230† round trip, New York to London.) And you can charge everything with TWA Worldwide Jet Credit. See your travel agent. Or fill out the coupon and we'll fill you in.

*Service mark owned exclusively by Trans World Airlines, Inc. †Fares per person are 14/21 day economy class for group inclusive tours of 15 or more passengers plus prepaid ground arrangements. Fares subject to Government approval. Entertainment optional at nominal cost. Films by Infinity Motion Pictures, Inc.

TWA, Dept. 815, P.O. Box 25, Grand Central Station, N.Y. 10017

Please send me the following free literature:

- ☐ Adventure Travel Plan $10-15 a day
- ☐ European Motorcoach Adventures
- ☐ European Premium Adventures
- ☐ Central & Eastern Europe Adventures
- ☐ Iberian Adventures
- ☐ Italian Adventures
- ☐ Air/Sea Adventures
- ☐ Open Road Adventures

Name_____

Address_____

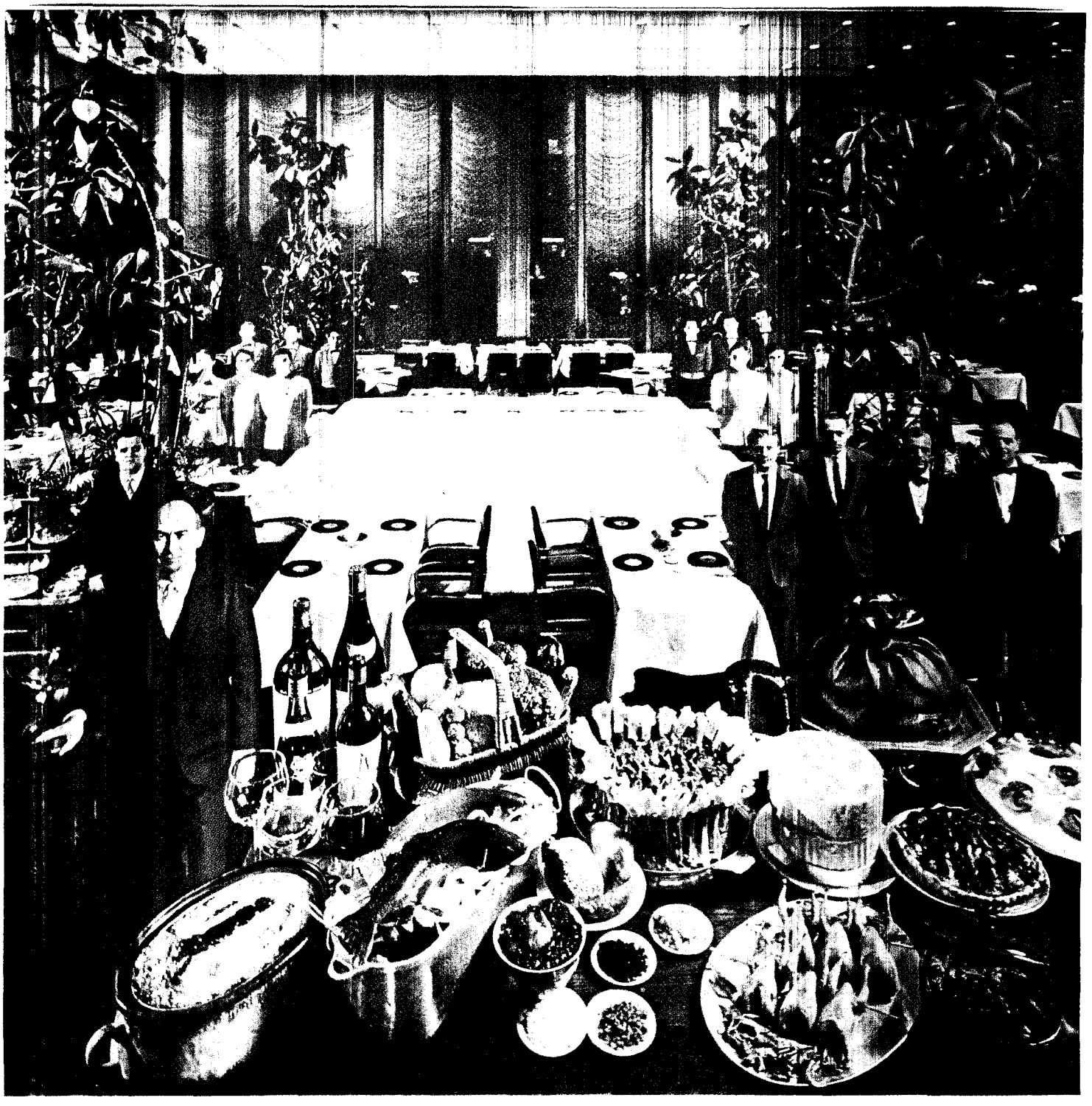
City_____ State_____ Zip Code_____

Telephone_____

My travel agent is_____.

Welcome to the world of TWA Trans World Airlines*

COPYRIGHT 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



If your credit card isn't good at good restaurants from New York to Glyfada— you're not carrying American Express

Food for thought:

The American Express Card gives you a worldwide choice of restaurants—with unquestioned credit at every one.

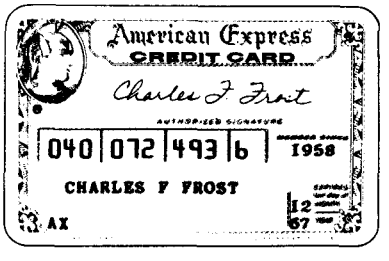
You can charge a meal just as easily in the little Greek village of Glyfada as you can at New York's famous Four Seasons, shown above.

There is also no apparent end to the variety of cuisine you can charge on the American Express Credit Card.

Greek, Italian, Spanish, French, Old English, German, Scandinavian, Kosher, Japanese, Chinese, Polynesian, Yankee—and more.

It's a very long list. But we've managed to get it all in our new pocket Dining & Entertainment Directories. You get them when you get your American Express Card.

One of our many free extras.



Unquestioned credit at airlines, restaurants, hotels, motels, rent a cars, shops—worldwide.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

On the Banks of the Pedernales

A NUMBER of Texas ranches laid out around Bandera, a small Texas town 42 miles from San Antonio, have recently decided that they could offer the public a reasonable facsimile of life at the LBJ Ranch at Stonewall about 80 miles away. There wouldn't be all those appointees around nor cabinet Secretaries winging in and out, but the countryside is the same and so are the cattle, the horses, and the neighbors. What with the President hustling off to the Pedernales for anything longer than a coffee break, people were beginning to assume there had to be something dandy down there. It is a natural inference and nobody around Bandera is denying it.

For the visitors who come down to try it for themselves, not the least attraction of the back-country Texas life [see BOOKED FOR TRAVEL, Apr. 1] is a look at LBJ's own digs at Stonewall and an inspection of his boyhood home at Johnson City. Many of the ranches arrange trips for their guests. Johnson country seems to begin, fittingly enough, in Johnson City, and it was to that new-found hub of the world that I rode one recent sunny afternoon. The roads were good, but it was well over an hour after we left San Antonio before the first sign appeared heralding our approach to Johnson City, HOME OF PRESIDENT JOHNSON.

The little town has had to add such embellishments as a press information center, which occupies a small store. The presence of the distinguished citizen is fittingly recognized by the O. and S. Dry Goods store, which offers "LBJ hats by Stetson." It is in the tiny center of Johnson City, with its population of 400, that the South is said to turn into the West. The drawl is unmistakably Southern and the accents are not filtered by whatever imaginary border line exists. But the cattle-horse-barbecue syndrome is there all right and so are the big white hats that are the uniform of the Southwest. Nobody seems to walk around heady from sniffing magnolia or staging farthingale parties to remember the old days. Johnson City, or so says a loving folder handed out at the Johnson boyhood home, is an amalgam of South and West. When Lyndon Johnson was growing up here, says the text, which often seems as if it had to have been written by Jack Valenti, the former Presidential aide, most of the residents were Southern in descent and proud of it. Still, even then they wore boots and Stetsons, the proper uniform of the horse country, and they reflected the attitudes of the ranch country.

There were a few rich families and some very poor ones, but Johnson City in Johnson's youth was mostly inhabited by people of some comfort, although few could enjoy financial security. Samuel Ealy Johnson, the President's father, dabbled in real estate, maintained a farm, and for twelve years had a seat in the Texas legislature which paid him $5 a day two months out of every year.

Samuel Ealy Johnson was married to Rebekah Baines, whose grandfather had been a college president. They had five children. Lyndon grew up in the small house which was the family home from 1914 (when he was five years old) until 1937. According to the biography, he took family jobs on his father's farm, picked cotton for other farmers, shined shoes, and worked in a grocery for 50 cents a day—not bad money for the times and a lot better than the cotton-picking rate, which was 75 cents for a hundred pounds.

By 1924 he was fifteen and a high school graduate. He also had $25, and with three other boys and a Model T Ford he headed west for California. He picked fruit on the coast, was an elevator operator in San Bernardino, a dish washer, and a clerk. Finally, he hitchhiked back to Johnson City. His father, by now in the State Highway Department, got him a job and Lyndon worked with pick and shovel straightening and grading Route 290, which runs through Johnson City. By 1927, three years out of high school, he was blistered enough to get back to the books. His mother got him into Southwest Texas State Teachers College, 30 miles away in San Marcos, an adventure that required him to take out a $75 loan at the local bank. Ten years later he was elected to the House of Representatives.

It was those years which the boyhood home embraces, and it was the dwelling chosen to be restored. As it stands today it is as close-cropped as a marine, impeccably painted, hung with an old oaken bucket, decorated with an American flag, and clucked over by cheerful birds. The chairs on the porch seem to wait for Samuel Ealy's cronies to amble down from Main Street. The Johnson home can be visited Fridays, Saturdays, and Mondays from 10 a.m. until 4 p.m. and on Sundays from noon to 4 p.m. There is no evidence, either in the house or in the literature that is distributed to the public, of who has been responsible for its upkeep. The Texas ladies who usher visitors into the house and show them from room to room talk hesitatingly of

Insist on
COOK'S
Travelers
Cheques
and save
25% on the
issuance
charge
Still only 75¢ per $100
WHY PAY MORE?
In $10, $20, $50, $100 and $250 denominations. At authorized banks, travel agencies and all Cook's Offices.
THOS. COOK & SON
WORLD'S LARGEST TRAVEL ORGANIZATION

"Un des restaurants les plus renommés du monde."
Le Pavillon
LUNCHEON DINNER SUPPER
Every day except Sunday
111 East 57th Street
PL 3-8388 Claudius C. Philippe

EUROPE by CAR
Write for FREE 70 Page Full Color Catalogue
Savings on Car Rental and Purchase
SAVINGS UP TO 35%
VOLKSWAGEN VOLVO
MERCEDES JAGUAR
CITROEN PEUGEOT
RENAULT MG, ETC.
EUROPE BY CAR, Inc.
The Oldest & Largest Overseas Delivery System
630 FIFTH AVE., N. Y. 20 TEL. LT 1-3040
9000 Sunset Blvd., Los Angeles Tel. 272-0424
CAR (S) _____
Name _____
Address _____
City _____ State _____ SR-8

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

the Johnson City Foundation, which now owns it.

Built in 1886, the house was bought by the Johnsons in 1913 when they moved over from Stonewall. Mrs. Johnson decorated it with Victorian pieces and that's the way it remains today, full of stuffed sofas, lamps that drip crystal, and old family pictures that hang in oval frames. One shows Lyndon at eighteen sitting backwards in an ice cream parlor chair.

When the Texas ladies describe the interiors, the Southern flavor shows through. "At this small day-isk, used bah the President's mother," said one, "yew cain see his mother's letter to Lyndon and Lady Bird." Written at the time of their marriage, it was addressed to "My precious children." In a separate note to her new daughter-in-law, Rebekah Johnson wrote, "My dear Bird, I earnestly hope that you will love me as I do you. Lyndon has always held a very special place in my heart. Will you not share that place with him, dear child?"

There seems to have been no effort made to arrange in chronological order the effects of the President's early life, his political times, and those things that belonged particularly to his parents. It is all a surprise package which includes such unexpected items as the chair he used when he was leader of the Senate, the old family Bible, Rebekah Johnson's glass collection which she started after her husband died, and Lyndon's fourth-grade report card. He got an A in arithmetic, a B in geography, a B and an A in writing, and a B and a C-plus in deportment. One of the guides who saw me taking down this classified information reminded me severely to be sure I cleared it with the White House before publishing it.

AFTER attending Southwest State Teachers College he taught school in Houston, took on a Congressional apprenticeship as secretary to Representative Richard Kleberg, and in 1935 was appointed Texas Director of the National Youth Administration by Franklin Roosevelt. He made his first campaign speech from the porch of this house. A picture on the wall shows a lithe young freshman Congressman shaking hands with FDR in 1937. Early in the war, Roosevelt sent him to the Pacific on an inspection and fact-finding trip. Johnson went as a lieutenant commander in the Navy, and in June 1942 rode as an observer on a bomb strike near Port Moresby in the Pacific. He returned with a Silver Star. The citation on view in the boyhood home reads:

> As our planes neared the target area, they were intercepted by eight hostile fighters. When at this time the plane in which Lieutenant Commander Johnson was an observer developed mechanical trouble and was forced back alone, presenting a favorable target to the enemy fighters, he evidenced marked coolness in spite of the hazards involved. His gallant action enabled him to obtain and return with valuable information.

Of the period of his later eminence there is little except for a few remembrances of Luci's wedding. In a cabinet under the Presidential Seal is a picture taken on the wedding day, a bag of rice, a piece of cake, and a complete table setting used at the reception, including chinaware purchased during the administration of Franklin Roosevelt.

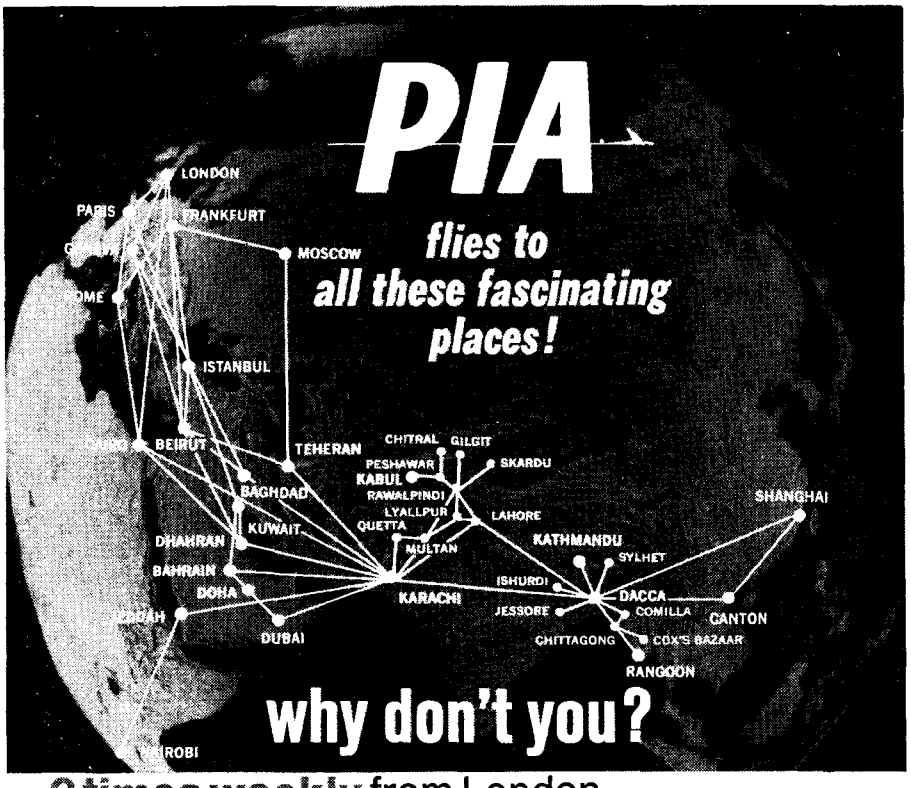
It is perhaps a twenty-minute drive from Johnson's boyhood home to his own place at Stonewall on the banks of the Pedernales. Stone pillars with tablets mark the entrance to the LBJ Ranch and an elaborate system of roads brings visitors within viewing distance of the big white house. Double fencing and the Pedernales River keep them out. Long and roomy, the ranch house stands two stories high, with tall white columns giving it a certain dignity, and shutters at the windows and a picnic table on the lawn lending a certain hominess. It is Early American Texas and it says prosperity but not opulence. At all counts it is a long way from the nearby Presidential birthplace, a tiny white house indicated by a marker and an American flag.

THE special ranch road has been built for the special traffic, and this whole area is cognizant that the world is filtering through for a look. A sign on the road, like a voice from yesterday, reminds travelers that Uvalde, Texas, is the home of John Nance Garner, Vice President under Franklin Roosevelt. If you've seen the homeland of the Great Society don't miss the memory of the New Deal.

As for Johnson City, it concedes, in the words of one of the President's college schoolmates, that "Lyndon was some sort of phenomenon." Still, the mark of the town was upon him and he was fashioned by it. Says the literature at the boyhood home, "The early manhood of Lyndon Johnson showed the imprint of the Johnson City area with its way of life so remarkably free of regional and class feelings."

There are souvenir shops in Johnson City now, and visitors stop to browse and have a soft drink. On the counter of one stands a pile of postcards of the assassination scene in Dallas with detailed indications of the first, second, and third shot. "Fastest selling thing we got," said the man behind the counter. "Summers we sell 200 a week."

—HORACE SUTTON.



9 times weekly from London with **Boeing Fan Jets**

See your travel agent or phone **PIA**

PAKISTAN INTERNATIONAL AIRLINES

NEW YORK: 608 FIFTH AVENUE / CHICAGO: TEL. ENTERPRISE 4065 / SAN FRANCISCO: 323 GEARY ST.
WASHINGTON, D. C.: 1028 CONNECTICUT AVENUE, N.W. / OFFICE ALSO IN MONTREAL

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Everywhere you turn in Provence it looks like Van Gogh was there before you. He was.

In Arles, you'll see his "Sunflowers" still dancing in the hot Provençal sun.

At St. Rémy, his "Cypresses" still bend before that relentless southern wind—the *mistral*.

On the beaches at Saintes-Maries-de-la-Mer, in the Camargue, you may still find those high-prowed Phoenician boats that took his painting fancy.

But the Camargue (and indeed, Provence) is something more than just Van Gogh revisited.

The Camargue, for example, is a wild expanse of solitary marshland where reedy lagoons harbor vast colonies of flamingoes. And where you see cowboys (it's France's Texas) range riding on small white horses distinguished by their enormous feet.

Also in the Camargue, is Aigues-Mortes—the most complete, authentic medieval walled town in France.

Coming north, you'll come to Les Baux. Be prepared for considerable head-in-wonder shaking.

Les Baux is an ancient citadel crowning a great apron of rock. Where nature ends and man begins is difficult to say. But in this utter confounding of battlement and building you can read the tumultuous history of Provence.

The Celts sought shelter in the caves of Les Baux. The Romans exploited its natural military advantages. The medieval princes of France and Spain fought bloodily for its possession.

Continue on, north to Avignon, one-time home of the Popes. Now, perhaps, more noted for that bridge (still standing) which childhood's song has immortalized.

Just west of Avignon is another famous bridge, the Pont du Gard—more strictly speaking, an aqueduct. Great engineers that they were, the Romans outdid themselves in this triple-tiered symphony of arches.

Farther north, in Orange, you'll see a superbly preserved Roman amphitheatre, complete with statuary, and preferred by many a buff to the more publicized arenas at Arles and Nîmes.

Of course, if you find this itinerary too much taken with things past, we suggest you brush up on your French geography.

Provence you'll recall, includes the Côte d'Azur. Which includes St. Tropez, Cannes, Antibes, Nice and Menton.

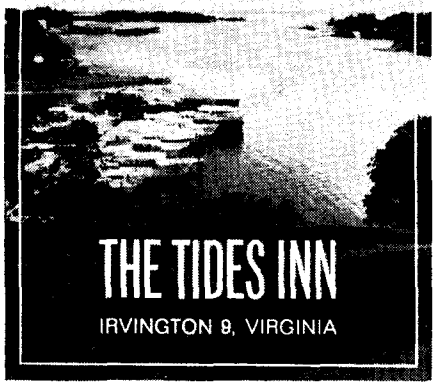
Things very much present.

FRANCE

(For more about Provence, past and present, write French Govt. Tourist Office, Dept. R5, 610 5th Avenue, New York 10020. Other offices in Beverly Hills, San Francisco, Chicago, Montreal.)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

ONE OF THE WORLD'S FINEST SMALL RESORTS



THE TIDES INN

IRVINGTON 8, VIRGINIA

AROUND THE WORLD WITH SITA

Largest Operator of World Tours 33rd Year

CHECK FOLDERS DESIRED

ROUND THE WORLD $2,060
30-100 Days incl. air fr.
Weekly Departures. Fully inclusive.

EUROPE	22-80 Days	$759
ORIENT	20-30 Days	$1826
AFRICA	22-72 Days	$1482
SO. PACIFIC	16-65 Days	$1487
HOLY LAND	17-22 Days	$1019
SO. AMERICA	15-48 Days	$818
HAWAII	8-15 Days	$512
MEXICO	7-39 Days	$384
GUATEMALA	7-16 Days	$381
STUDENT TOURS	Low cost Adventure and Study Trips to Everywhere" 56 Day European trips incl. steamer from $338	

NAME
ADDRESS
CITY STATE
Ask Your Travel Agent

SITA WORLD TRAVEL 50 Rockefeller Plaza Dept. R New York 20

all European cars TAX FREE

Any European car delivered abroad tax-free. All details arranged. Save up to 35% on a purchase or rental. Trades accepted, free storage, free chauffeur service to J.F.K. airport, customs clearance, delivery and free service. All cars on display.

FREE 50 PAGE MASTER CATALOG

Name
Address
City State Zip Code
Date & Place of Departure
Cars

NEMET AUTO INTERNATIONAL
153-03 Hillside Avenue, Jamaica, New York 11432
Telephone: (212) JA 3-5858 SR-8

MR. ZIP SAYS:

Zip Code is for everyone. Use it for both business and personal letters.

Three Missing Minutes

THE MOTION PICTURE critic generally operates at a disadvantage not shared by his confrères in the other arts. An art critic writes of a Picasso knowing full well that the artist was responsible for every square inch of his canvas. At a concert no music critic would dream of blaming the conductor for a sour note blown by the French horn. Even in the theater, the critic functions with the assurance that the playwright has given at least his consent to every line uttered on the stage.

Unfortunately, no such certainty enfolds the film critic. Confronted not only at the beginning but also at the end of every picture with long lists of names that blur into one another—names often set against title designs or even portions of the plot to further distract the eye—he is never completely sure whether Edith Head was the star or the set dresser. What is still more disturbing, after one has sorted out the innumerable credits there remains the distinct possibility that the producer may have had a hand in the script, the writer may have written many of the so-called "directorial touches," and the editor (as in *High Noon*) may have contributed the structural device that made things work.

Although the just distribution of praise and blame is by no means the quintessential task of the critic, the just assessment of the work under consideration very much is. And here a new complication arises. Not only is it difficult to fix responsibility with any authority, but one cannot even say for certain that the work as presented actually represents what its putative creators had in mind in the first place!

A good case in point is the current *In Like Flint* which, the credits tell us, was "Produced by Saul David Productions, Inc., and released by Twentieth Century-Fox Film Corporation." *Flint* resumes the chronicle of the intrepid, ingenious, and insatiable Derek Flint, who was introduced last year as *Our Man Flint*. This time the urbane supersleuth is called upon by his friend Cramden to account for "three missing minutes"—three minutes, it develops, in which the President of the United States was spirited away and an actor substituted for him as part of the master plan of a feminist conspiracy to run the world. Naturally, Flint is fully able to cope.

By a curious coincidence, producer Saul David has called upon his employers, Twentieth Century-Fox, to also account for "three missing minutes"—three minutes or so that disappeared from his picture immediately after its first sneak preview. And despite the fact that David is currently regarded by the industry as one of the hottest producers in Hollywood, having turned out in quick succession such top-money pictures as *Von Ryan's Express*, *Fantastic Voyage*, and the previous *Flint* escapade, he is *not* fully able to cope. Quite the contrary. His hands are tied and the picture that bears his name goes into distribution minus a scene he feels is crucial and a tag line he thinks is funny. For all of Mr. David's creative contributions, the studio owns the film.

It is almost beside the point whether the scene is actually crucial or the tag line a thigh-slapper. The film plays quite well without either. The missing scene, in which Flint confronts the three ladies who seek to rule the world, simply adds a bit more bite. The ladies—Elizabeth (Arden?), Helena (Rubinstein?), and Simone (de Beauvoir?)—have outlined their reasons for the takeover, to which Flint replies, in part, "I'm sure all of your facts are accurate but, like every other underdog in this world, you know a great deal more about the sickness than you do the cure. What you propose here merely turns the coin over. It's the same old coin. If it's a slug on one side, girls, it's a slug on the other. Now, forget it!" In the film, all of this is reduced to, "Forget it!"

What happens on the screen with this elision is that Flint, who had been hovering over the ladies, abruptly slides into a chair at their table. ("Bad cut," murmurs the critic. "Score one against the editor.") But as one leafs through the dialogue sheets for this sequence, it becomes clear that the cutting was aimed specifically at intellectual content, and that the only lines left in were those which could not be eliminated without jarring the physical action so badly that the characters would appear to be levitating around the screen. Significantly, the film's final shot, in which Flint is seen cuddling with two Soviet lady astronauts in a space capsule, has not been tightened; only his final line — "Men and women are not brothers!"—has been excised.

What *Flint*'s "missing three minutes" represents, then, is the clash between two mentalities, the creative and the executive. To David, who came to the films from the publishing field, *Flint* afforded an opportunity to make some pertinent and sophisticated observations

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A hip guide to London from the people who go there 19 times a week.

You won't have any trouble finding Westminster Abbey. (Anyone of 20,000 friendly Bobbies can direct you.) And Big Ben's right across the way. And twelve bus lines stop near Buckingham Palace.

But when you've had enough history for one day and would like to catch up on some current events—well, frankly, you can get lost. A lot of what's happening in London is happening on quaint little sidestreets not shown on most tourist maps. Our guide should put you in the vicinity, if not on the doorstep, of some of the "in" spots.

As for getting to London from New York, BOAC has published another handy little guide. Our flight schedule. It lists 19 departures a week to London from Kennedy Airport. Fourteen of them are on the VC 10, the most advanced commercial jet going anywhere these days.

Of course, not all of Britain's hip and historic doings are confined to London. So we've also scheduled daily flights from New York to Glasgow and Manchester (gateway to the north England, Wales, Shakespea Country, and the Lake Distric

To make your planning e ier, we suggest you see your Trav Agent.

And remember to tuck th guide into your hip pocket.

The VC 10

BOAC
TAKES GOOD CARE OF YC

The VC 10 flies from New York to Manchester, Glasgow, Bermuda, Nassau, Freeport, Jamaica and Lima; from Chicago to Montreal and London; also from Detroit a Boston to London; and from London to Europe, Africa, the Middle East and the Orient. For more details, contact British Overseas Airways Corporation, which has offices in principal cit

REPRODUCED BY UMI, 2006
ELECTRONIC REPRODUCTION PROHIBITED

about the position of women in our society. To the Fox executives, on the other hand, it was merely a property that would allow them to cash in further on the "booze, bullets, and broads" popularity of the James Bond cycle. Unfortunately for the American film, it is this executive type of thinking that generally wins out. For on a deeper level, beyond the details of script and budget and casting, every movie that is made in Hollywood automatically becomes the arena for a power struggle, a testing of relative strengths between the producer, the director, the writer, the stars, and the studio executives.

In the old days of the Harry Cohns and Louis B. Mayers the display of power was naked and arbitrary; the film emerged their way or not at all. Today's executives are less obvious. They are operating in behalf of the studio to turn out a profitable picture; and since to the Fox executives *Flint* falls into the *Bond* category, anything that might make waves—brain waves—is undesirable.

But what makes the *Flint* story so appalling is the fact that if it is successful—and there is no reason why it should not be—then all the Fox executives are in for a round of self-congratulations on their perspicacity, and the role of the Saul Davids becomes correspondingly more difficult. Without an awareness of this, movie critics become just a little like the blind men in that fable about the elephant. They can speak accurately enough about whatever they lay their hands on but they fail to grasp the nature of the beast itself.

INTEGRITY of another sort is to be found in a new short film, *A Year Toward Tomorrow*—and on both sides of the camera. Produced for VISTA (Volunteers In Service To America) by a young documentary director, Edmond A. Levy, it tells with tact, sympathy, and skill the voluntary year-long contribution of three youthful Americans who feel the need to help their fellow countrymen. One is a young man who singlehandedly sets up a Negro community center in Georgia; the other two are attractive girls who work together among the Indians in the Southwest. Subtly, without stress or overemphasis, Levy suggests how they must adjust themselves to their new surroundings before they can effect any changes. And while the changes are heartbreakingly small, one feels at the end of this film that all lives have been enriched in some measure. When one realizes that VISTA has enlisted hundreds of these young people, the sense of achievement swells enormously. Above all, *A Year Toward Tomorrow* is an effective reminder that not all American youth is alienated, incoherent, and bearded.

—ARTHUR KNIGHT.

MUSIC TO MY EARS

Moore's Farewell to Schubert—Bernstein Verdi

GERALD MOORE closed a chapter of his professional life that had begun nearly fifty years ago when he played his last public accompaniments to Schubert song-settings as Dietrich Fischer-Dieskau sang *Die Winterreise* cycle in Carnegie Hall. There remains in the three-part series a Beethoven recital which will formalize Moore's retirement as a public performer. But it cannot escape being something of an anticlimax, for if Schubert did not invent the art of painting a background with the piano part of a song, he carried it to heights seldom equaled, much less surpassed. And it was on these heights that Moore found stimulation for some of his most imaginative efforts.

Indeed, with a kind of appropriateness that could only be unpremeditated, *Die Winterreise* ends with one of Schubert's noblest challenges and Moore's finest fulfillments. This is the desolate portrait of "Der Leiermann" ("The Organ Grinder") in which Schubert, with infinite art, evokes the forlorn sound of a hand organ capable of playing only a drone bass over and over again. To its final, pleading, "Will you grind your organ to my singing?" Moore's evocative postlude carried with it this time, if only inaudibly, a quietly definitive "No."

There was no sort of uncomfortable likeness, however, to another, earlier line that goes "*Und mit starren Fingern dreht er, was er kann*" ("And with numb fingers he grinds as best he can"). If a fleeting thought of identity crossed Moore's mind, the man of greatest distinction in his profession for years and years gave no suggestion of it. The far-from-numb fingers stroked the keys crisply or caressingly as circumstances dictated, drew a winsome picture of a May-day dream for "Frühlingstraum," beat a dry likeness of horse's hooves for "Die Post," or as Schubert sometimes decreed, played simple, discrete arpeggiated figures in support of the voice. Always there was that sense of melodic suppleness, rhythmic tension, and instant adjustment to any fluctuation in a prearranged plan, all colored by Moore's unique range of keyboard touches. It was as a master of such living response to a singing partner that Moore made his reputation and it was as a master of it still that he put his hallmark firmly on this last, absorbing *Winterreise*.

It was doubly absorbing for those who heard the same songs with the same collaborator when Fischer-Dieskau made his American debut in Town Hall a dozen years ago. Then, the recollection is, Fischer-Dieskau won unstinting approval for the sweetness of his sound and the quickness of his mind. Together they made a beautiful experience of the outer leg of the journey, in "Gute Nacht," "Der Lindenbaum," "Frühlingstraum," and "Die Post." But the turn from the hopeful to the hopeless side of the saga found him less at one with Schubert's purpose.

Now that he has toured the territory hundreds of times more, Fischer-Dieskau spreads his effort more evenly over the twenty-four songs. What is more, he sheds his sympathy equally on the light and the dark, the gay and the somber, the cheerful and the despairing. At times, however, there are deviations from completely consistent solutions of the vocal problems in this hour and a quarter of uninterrupted singing. In any song at *mezzo forte* or below, Fischer-Dieskau can be counted upon for a stream of lovely sound, perfectly mated to the words. But where he needs full *forte* or *fortissimo* for a climax, the sound (as in "Die Wetterfahne" or "Rast") tends to be brittle rather than resonant. That it is not a matter of vocal power per se was confirmed in "Der Stürmische Morgan" when the same sort of problem was

met with full focus and, resultingly, full resonance. Such values can be invoked only with so fine an artist as Fischer-Dieskau, whose endowments qualify him for maximum results. Sometimes they take decades to achieve, as Fischer-Dieskau may conclude one of these days when he no longer has his inimitable *Leiermann* beside him.

In commemoration of the hundredth anniversary of Arturo Toscanini's birth, the New York Philharmonic, of which he was an adornment for a decade, presented a Pension Fund concert in which Leonard Bernstein conducted the Verdi Requiem for the first time (some members of the orchestra who played the work ten or so times with Toscanini must have wondered at the relevance of this "tribute"). In the context of such a maiden effort, this was evidence again of Bernstein's extraordinary aptitudes, vitality, nerve, and ability to "get away with it," a marvelous piece of improvisation. In the context of the Requiem and in what it contains, it was lively rather than urgent, theatrical rather than dra-

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

©VOLKSWAGEN OF AMERICA, INC.

It comes in three economy sizes.

These are just some of the sizes Volkswagens come in. Regular, large and giant economy size.

The one on the right, our big bus-like box, and the one in the center, our medium sized Squareback sedan, are only about 7 inches longer than the beetle.

But don't let their size on the outside fool you about their size in the inside.

Just open a door and you'll find enough room for more than enough things.

Then there's the familiar bug.

While it's not as big as the other two Volkswagens, it has plenty of room for 4 people and a small dog. Plus a suitcase for everybody but the dog.

All three Volkswagens do everything you expect from a Volkswagen. Except look silly. One of them (the Squareback) looks exactly like a car. They have air-cooled engines in the rear that won't freeze up in the winter or boil over in the summer.

They won't use any anti-freeze and are very easy on gasoline. (The bug and the Squareback average about 27 miles on a gallon of gas. The box about 23 miles.)

And they all go about 35 to 40,000 miles on a set of tires.

So you see, no matter what size we make VWs they're all pretty economical.

Why not come in and size one up?

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

This mathematician wants to spur creativity in textile design.

What's she doing at IBM?

Janice Lourie's job at IBM is finding new ways to make computers useful—using her training as a mathematician. In her off hours, she handweaves fabrics of her own design.

Because of her knowledge of this ancient craft, she was assigned to see if computers could be used to help in the actual design of textiles.

To find out firsthand, Mrs. Lourie—still working for IBM—spent a year in North Carolina and New York textile plants as an apprentice designer. There she found that a designer often spends a hundred hours of laborious handwork, making the diagram that translates a new design into fabric.

Then she worked out a way to reduce hours of work to minutes. A new design is fed into an IBM System/360 computer, then projected onto the TV-like screen of an IBM graphic display unit. Using a "light-pen" to draw directly on this screen, the designer can experiment with hundreds of different weaves, stored in the computer, in order to interpret the artist's visual concept.

Once having chosen the final combination of weaves that he wants, the designer pushes a button. Instantly, the computer can convert the design directly into instructions that operate the loom.

The designer thus not only has more time to be creative; he has a unique tool to help him create.

Janice Lourie is one of the many people at IBM, who work hard to understand problems—and then find ways to solve them through the use of computers.

IBM®

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

On Iberia Air Lines of Spain only the plane gets more attention than you.

On Iberia Air Lines of Spain the wrench comes first, then the rose.

The wrench stands for the careful way all Iberia DC-8 Fan Jets are serviced. It also stands for the skill of Iberia pilots with millions of miles of experience.

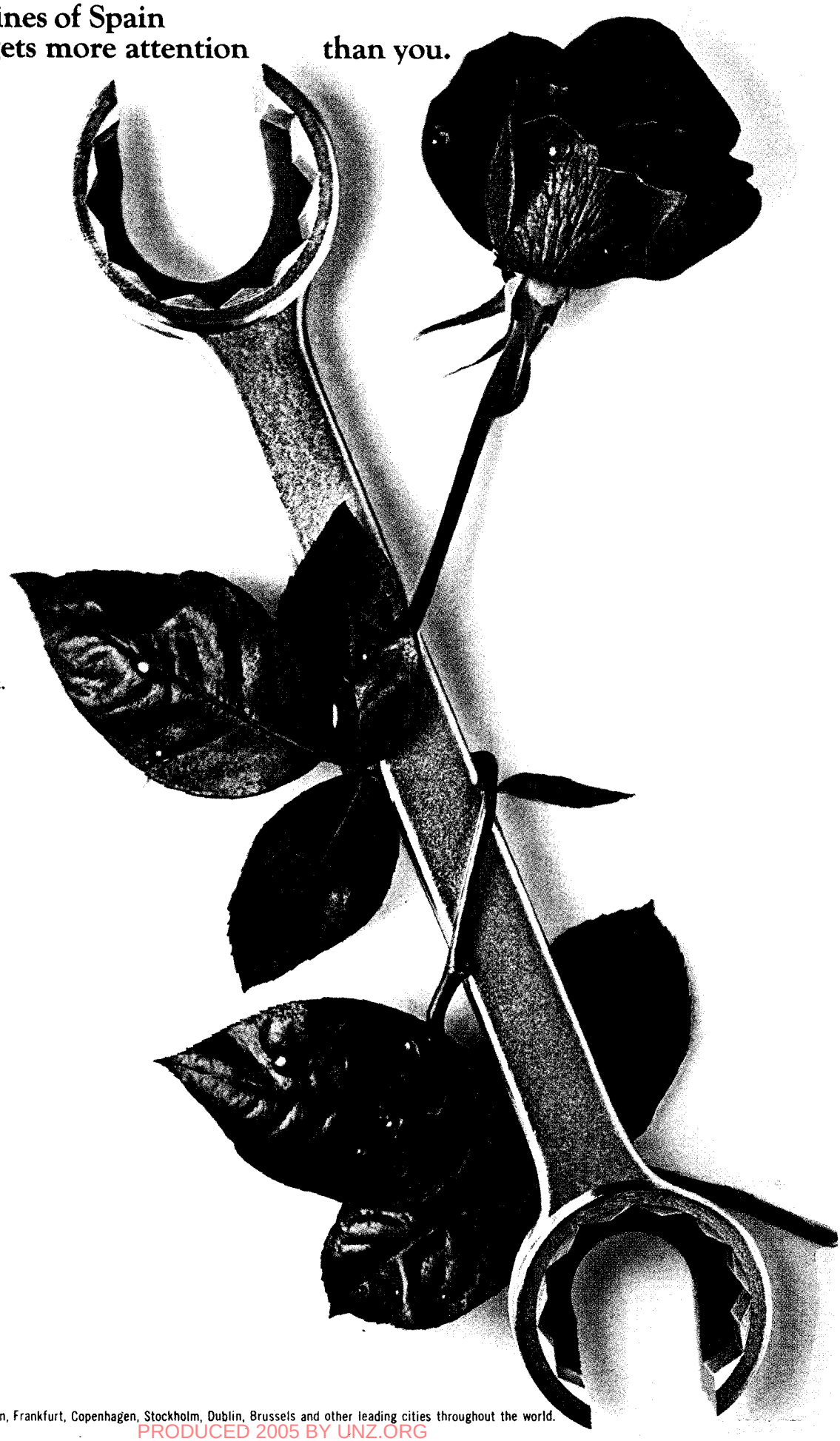
Next in importance is the rose. It represents the gracious way all Iberia people delight in showing their passengers what Spanish hospitality really means.

The wrench and the rose. No wonder Iberia is the fastest growing name in international air travel.

For complete flight information see the man who knows travel best—your travel agent or call your nearest Iberia ticket office.

IBERIA

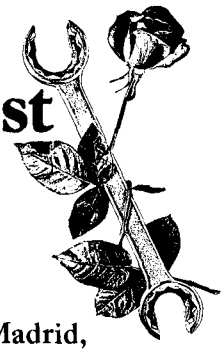
Air Lines of Spain
...where only the plane gets more attention than you.



Madrid, Lisbon, London, Paris, Rome, Milan, Frankfurt, Copenhagen, Stockholm, Dublin, Brussels and other leading cities throughout the world.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

8 low cost Iberia Tours



1. From $320*. Madrid, Seville, Lisbon. All air transportation so you have time to see these famous cities at leisure. 15 days (Olé Tour).

2. From $469*. Bravo Tour. Highlights: Madrid, Caceres, Lisbon, Seville, Cordoba, Marbella, Granada. 15 days.

3. From $499*. Spain and Western Mediterranean Cruise. Itinerary: Madrid, Barcelona plus Mediterranean cruise to Palma de Mallorca, Tunis, Palermo, Naples, Genoa, Ajaccio and Cannes. 15 days.

4. From $829†. Spain plus Mediterranean Cruise. 3 weeks. Spain, Italy, France plus cruise to Greece, Greek Isles, Lebanon, Israel and Yugoslavia. *(or from same brochure)*

From $1,059†. Spain, Israel, Portugal, Italy. 21 days.

5. From $494†. Palma Holiday. Itinerary features Madrid, Barcelona and a week in Palma de Mallorca. 15 days. *(or from same brochure)*

From $576†. Andalucian Holiday. Air conditioned motorcoach tour visiting Madrid, Granada, Torremolinos, Seville and Cordoba. 15 days.

6. From $565†. Spain with chauffeur. Tour by private car and English speaking chauffeur visiting: Madrid, Toledo, Merida, Seville, Ronda, Torremolinos, Granada and Cordoba. (Spain, James Tour.)

For free brochure check tour number or see your travel agent.

IBERIA AIR LINES OF SPAIN

Dept. SR-11
518 Fifth Ave., New York, N. Y. 10036

1 2 3 4 5 6

Name_____

Address_____

City_____ State_____

My Travel Agent is_____

Special offer—Enclosed is $1.00 for colorful 160-page guidebook to Spain.

*Prices are based on 15 or more full fare passengers traveling together. Travel agents take care of this.
†Prices are based on each of two persons traveling together.
All prices include air and surface transportation, hotels, transfers, cruises (where scheduled) and most meals with the exception of Olé Tour and Spain, James which include continental breakfast only.

matic, glossier on the surface than it was probing of the depths below.

Concerned as he was with a grand design, it was hardly expectable that Bernstein should, at the same time, throw light on all the corners of this tonal fresco. It was surprising, however, (especially for one who is also a composer) that he allowed so many of Verdi's careful cautions to go unobserved. As early as measure sixteen, where a sudden swell is followed by an equally abrupt *ppp,* the contrast was insufficiently marked, and thus less meaningful than Verdi intended. Similar nuances were slighted over and over again, putting emphasis on raw power and the broadest kind of emotional appeal.

Much of the latter emanated from the solo quartet, which was, by any standard, an exceptional assemblage of voices and personalities. From the Soviet soprano Galina Vishnevskaya to the Puerto Rican-born basso Justino Díaz, and not excluding the American-born Marilyn Horne (mezzo) and Richard Tucker (tenor), each possessed not only the vocal security but the power to sing with ease and freedom high or low, loud or soft as Verdi dictated. Too often, however, each went his or her own way; Mme. Vishnevskaya with her rather white, searing timbre, Miss Horne with her bold, broad tonal brush strokes, Tucker with his operatic inflections, Díaz with his ever developing breadth of sound—all of them too seldom blended by Bernstein into an ensemble rather than a covey of stars. For those who concern themselves with such minutiae, it might be noted that even a soprano of Vishnevskaya's attainments could not quite produce the high B flat in the "Requiem aeternam" as Verdi proposed. She did, by scooping slightly, get out a solid sound, but several degrees louder than the *pppp* demanded by the pitiless composer.

To Bernstein's personal credit was a variety of good intentions, some well realized, such as the lightly flowing "Sanctus" deftly executed by Abraham Kaplan's Camerata Singers, much intent orchestral playing by the Philharmonic, and an affecting treatment of the final "Libera me." But good intentions alone proverbially lead elsewhere than to the musical heaven inhabited, one confidently believes, by Arturo Toscanini's spirit.

NOMINALLY, the work of Handel presented by the American Opera Society in Carnegie Hall with Montserrat Caballé in the leading role and the one given by the New York City Opera Company earlier this season were the same. But even the composer might have had some difficulty in recognizing this concert version of *Giulio Cesare* as his own. A reproduction, in most respects, of the version introduced by the Society in the Fifties, it proclaims purity of intention while picking and choosing its own sequence of sung material, in Italian, with a thread of narrative, in English, woven out of his recitatives.

Miss Caballé's singing of the music for Cleopatra was among the finest heard from her since she made her New York debut two years ago. It was beautifully formed, with embellishments to the written line in good taste (the taste was that of Randolph Mickelson) and a lovely, quiet statement of the sumptuous "V'adoro, pupille." But when Miss Caballé was visible but inaudible, or neither visible nor audible, the level sagged. Kostas Paskalis made a manful effort to adapt his resonant, dark sound to the needs of Caesar, and a well-shaded *pianissimo* in "Non è si vago e bello" suggested that Paskalis could, with time, sing such music well. But the time is not yet. As for the others, the direction of Arnold Gamson added too little to their obvious lack of indoctrination. Huguette Tourangeau's promising sound earned a credit for her, but neither Frederick Mayer (Sextus) nor Amin Feres (Ptolemy) were at ease in this mode of singing.

—IRVING KOLODIN.

WIT TWISTER #2

By ARTHUR SWAN

The object of the game is to complete the poem by thinking of one word whose letters, when rearranged, will yield the appropriate word for each series of blanks. Each dash within a blank corresponds to a letter of the word. A sample, well known among lovers of anagrams:

Good landlord, fill the flowing _____
Until their _____ run over!
Tonight, we'll _____ upon this _____;
Tomorrow, _____ for Dover!

(Answers: *Pots, tops, stop, spot, post.*)

•

Now try this Wit Twister.

Where man as yet no _____ has spread,
In _____ of hundreds, birds amass.
_____ by the age-old call, they've sped
To _____ in wild, familiar grass.

(*Answer on page 70*)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Probing Pinter's Play

THE AMERICAN theatergoing public's propensity to analyze and explain everything is currently being exercised ad absurdum on this season's Tony Award-winning best play, Harold Pinter's *The Homecoming*.

In a way this is most fortunate, for the resultant curiosity plus the endorsement of the play by magazine critics and by the theater's elder statesman, Brooks Atkinson, has served to keep *The Homecoming* alive despite its unenthusiastic reception by daily newspaper reviewers. But it may also be destructive, for to turn a play into a crossword puzzle can pluck out its mystery and reduce its dimension.

One reason for all the discussion here is the apparent strangeness of the play's events. In it four members of a family (two brothers, their father, and their uncle) talk to one another in the most insulting way. Then when a third brother, who had left the family some years back to become a professor at an American university, pays an unexpected visit with his wife, not only are the couple greeted with abusive language that seems completely unwarranted but one of the brothers immediately sets out to dominate and seduce the visiting brother's wife. A little later, in front of her unprotesting husband, she rolls on the sofa with another brother. And eventually she stays behind after her husband's departure to service the family, and agrees to earn her living by working as a part-time prostitute. At the end of the play the uncle, after revealing the secret that his brother's wife had been unfaithful to him with the brother's best friend, appears to die of a heart attack, and his brother seems to have a fatal stroke as he begs for a kiss from his son's wife.

The cast of *The Homecoming*—(l to r, seated) Vivien Merchant (Ruth), Paul Rogers (Max), John Normington (Sam), Ian Holm (Lenny); (standing), Terence Rigby (Joey), Michael Craig (Teddy).

—Friedman-Abeles.

—Antony DiGésu.

Harold Pinter—"an unmistakable sense of theater."

The thirty-six-year old British playwright is himself baffled and annoyed by most of the interpretations that have appeared. For instance, he calls the psychiatric conjecture (see opposite page) "rubbish" and adds, "I have never read Freud." He much prefers an interpretation by the critic (George Ryan) of a small Catholic newspaper (*The Pilot*) who found the play to be about the family of man waged in so desperate a search for love that it reverts to the barbaric and animalistic whenever challenged and confronted by such love.

While a good play requires no footnotes, it may be helpful to record some of the answers Pinter and actors in *The Homecoming* have made to the inevitable questions.

What is "The Homecoming" about? Pinter replies: "It's about love and lack of love. The people are harsh and cruel, to be sure. Still, they aren't acting arbitrarily but for very deep-seated reasons." Actor Paul Rogers, whose performance as the patriarchal father, Max, won him a Tony Award as best actor says: "Among many things *The Homecoming* is about betrayal. What we're all after is identification with the family. We try to achieve this by playing the game of *getting* each other. When Teddy, who has betrayed the family by leaving it, returns with his wife, we get them with abusive insults, until Teddy finally takes off his glasses and stands ready to fight his father. Then we know he's back in the family, which is why Max gives him that big greeting."

Do the members of this family stand for or represent universal forces in modern society and are they therefore distorted from reality? Pinter replies: "I was only concerned with this particular family. I didn't relate them to any other possible or concrete family. I certainly didn't distort them in any way from any other kind of reality. I was only concerned with their reality. The whole play happens on a quite realistic level from my point of view." Paul Rogers, who feels that the richness of the role of Max can only be compared to Lear, adds: "I rather wonder when people watch *The Homecoming* how honest they are with themselves and their own background. Now *I* know that if my old grandfather had been just slightly different he could have been a Max."

Does this family represent a disintegration into pure evil? Pinter replies: "There's no question that the family does behave very calculatedly and pretty horribly to each other and to the returning son. But they do it out of the texture of their lives and for other reasons which are not evil but slightly desperate."

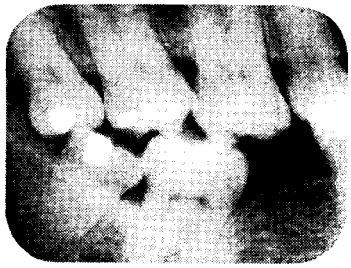
Does the returning son, Teddy, perhaps represent the principle of nonviolence in the midst of a violent world? Actor Michael Craig, who plays Teddy, replies: "Teddy is probably the most violent of them all, but his violence is controlled. They play this awful game with him to try and make him break, and he turns it around. He shoots it right at his father. He says, 'I'll call your bluff. If you want a woman in the house, here she is if she wants to stay.' He's an awful man, Teddy. He's rationalized his aggressions, but underneath he's Eichmann."

Is it realistic for a husband to stand by while his wife rolls on the couch with another man? Pinter replies: "Look! What would happen if he interfered. He

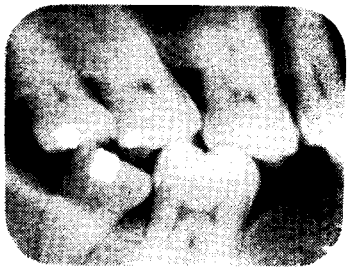
PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The hope of doing each other some good prompts this advertisement

An adman's favorite teeth



On September 24, 1952, the right molars of an advertising copywriter employed by Eastman Kodak Company gave this radiographic image.



Same molars gave this radiographic image on April 6, 1965, but with less than 1/25 the radiation dose required in 1952. Reason: patient's employer had increased the sensitivity of x-ray film.

Same molars on latest visit before writing this ad. This time it was even comfortable. No more of those wretched hard, sharp edges on x-ray film packets that make the gums feel as though being cut to ribbons. Furthermore, the new film needed much less darkness for processing, so that the gal didn't have to spend time dark-adapting her eyes, which kept things moving more briskly in the waiting room. Improvements, as signified by additional trademarks "Poly-Soft" and "Morlite" after the basic trademark "Kodak" on dental x-ray film, illustrate unceasing efforts of trademark owner to find new little ways to be useful.

Never tell your dentist what kind of products to put in your mouth, but see him regularly and be friendly.

Photographic memories cost less

It may be true that an enterprise, private or public, which fails to keep busy the most elaborate computers on the market is doomed to absorption by one that does.

Whether it's true or not, we are enjoying considerable business based on the premise that for many years to come it will make good sense to store and quickly enough retrieve information of many kinds for many purposes by means short of the most elaborate that can be devised. "A photographic memory"—no longer a mere cliché—is the common denominator of our approach. We build some pretty smooth equipment around photographic memory systems and offer it at prices ranging from around that of one well padded office chair to a year's pay for three smart and highly experienced secretaries.

In addition to selling equipment of many kinds for information storage, retrieval, and dissemination, we offer all sorts of services from such equipment for those who prefer to leave much or a little of the hardware to do its work in our plants.

Specific problems in this area will receive thoughtful consideration from Eastman Kodak Company, Business Systems Markets Division, Rochester, N. Y. 14650.

Problem: to get more out of gas

Many companies arrange for gas to be drawn from the Texas earth. We are one of them. We are not in the energy business. The gases we handle will burn, but we don't want them burned. Instead of being broken down for energy to turn wheels and keep warm, our gas molecules get built up. Eventually they wind up as fibers for adorning the person and the home and tying hay bales, as plastics for everything from screwdriver handles to cosmic-ray-research balloons, as ingredients for polishes, insecticides, lacquers, pharmaceuticals, detergents, lubricants, and thousands of other products. Very little of the gas that goes these many routes is put by us into the consumer's hands. The customers for our Texas output of built-up gas molecules are other manufacturers, large and small, each sweating under his separate whiplash of economic necessity.

Competition is fierce in all directions and some of our best customers are also our competitors.

It is, of course, the remote ultimate consumer—meaning you—who settles all these affairs by deciding what merchandise you will permit yourself to be persuaded to enjoy.

Certain lucky people are also enjoying the contest not only as judges but as hired participants in some of its more free-ranging parts, where we operate. The necessary luck is acquired in the form of a solid education as a chemical, mechanical, or electrical engineer. The nature of the participation can change as personal inclinations change. Choice is open along a broad spectrum from thinking about the molecules to thinking out the pesky details of how to couple the first guy's molecules to the Gross National Product. The spectrum shows signs of some day closing to a circle, when used parts of the G.N.P. will be repeatedly reincarnated as new molecules and no longer strewn over the land, the water, and the air as junk.

There is much to be done. The address of our Director of Business and Technical Personnel is simply Eastman Kodak Company, Rochester, N.Y. 14650.

Kodak

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

would have had a messy fight on his hands, wouldn't he? And this particular man would avoid that. As for rolling on the couch, there are thousands of women in this very country who at this very moment are rolling off couches with their brothers, or cousins, or their next-door neighbors. The most respectable women do this. It's a splendid activity. It's a little curious, certainly, when your husband is looking on, but it doesn't mean you're a harlot."

Is it credible that the wife stay behind and become a prostitute? Pinter replies: "If this had been a happy marriage it wouldn't have happened. But she didn't want to go back to America with her husband, so what the hell's she going to do? She's misinterpreted deliberately and used by this family. But eventually she comes back at them with a whip. She says 'if you want to play this game I can play it as well as you.' She does not become a harlot. At the end of the play she's in possession of a certain kind of freedom. She can do what she wants, and it is not at all certain she will go off to Greek Street. But even if she did, she would not be a harlot in her own mind."

Is there, then, a danger in accepting everything the characters say and do as what the playwright intends and means? Pinter replies: "Finding the characters and letting them speak for themselves is the great excitement of writing. I would never distort the consistency of a character by a kind of hoarding in which I say, 'by the way, these characters are doing this because of such and such.' I find out what they are doing, allow them to do it, and keep out of it. Then it is up to the audience to decide how much is truth and how much is lies."

Why do audiences assume incorrectly that the uncle and the father both die of heart attacks at the end of the play? Paul Rogers explains: "There's an appalling fact about Pinter. You may not allow a single word he writes to pass unnoticed. There's no moment when you can have a little quiet doze-off or go searching after complications that are irrelevant. When the uncle collapses after telling his dirty little secret it is his cowardly way of retreating from the situation. And if you listen you will hear us say he's not dead. As for Max, the stage directions only say that he falls to his knees sobbing and crawls to the side of Ruth's chair." Pinter adds: "He doesn't die. Actually, he's in fine form."

There are other reasons for misinterpreting *The Homecoming*. One of these is its structure of fragments and pauses, which give it a sense of controlled mysterious purpose. And then there is the

(*Continued on page* 96)

A Psychiatrist Looks at "The Homecoming"

EDITOR'S NOTE: *SR asked Dr. Abraham N. Franzblau, a psychiatrist practicing in New York City, to speculate about the psychological implications of Harold Pinter's fascinating play.*

HAROLD PINTER seems to me to have taken a well known psychological stereotype, the *ménage-à-trois*, and skillfully expanded it to include two more men. In the *ménage-à-trois*, a powerful, unconscious attraction exists between two men—often a husband and his best friend—who make love to the same woman in each other's presence, in its bluntest form, and with each other's knowledge in milder forms. In the feminine counterpart, the Kreutzer Sonata theme, it is two women—often the wife and her sister—and one man. The same unconscious homosexual attraction is also usually found at the root of prostitution, nymphomania, and Don Juanism. It never comes out in the open, but simmers underneath the surface, sapping all heterosexual gratification and relationships. This is the key to *The Homecoming*.

All four men in the household in which the play is set hate women. They are all whores. Lenny, the middle son, is a pimp and brags about his brutalities to the women who have crossed his path. Joey, the youngest, is a blundering, muscle-dedicated Don Juan who needs to violate and demean every female he encounters. Max, the old father of the clan, when he discovers Ruth under his roof storms, "there hasn't been a whore in this house since Jessie died," Jessie being his late unlamented wife, of whom he says "it made me sick just to look at her rotten stinking face." Sam, the uncle, still a bachelor at sixty-three, sat silently in his cab while Mac, the rowdy, brawling, beering companion of Max's youth—the only one whom Max ever really loved and trusted—had Jessie in the back seat.

The only overt homosexual reference in the whole play (so skillfully did Pinter arrange it) occurs when Max calls Sam "a paralyzed prat . . . willing to bend over . . . for two bob and a toffee apple." Max masks his lack of virility behind unspeakable obscenity, senseless bullying, and transparent braggadocio, but the clue to his real gender-image is afforded by the fact that he does all the cooking and cleaning for the household, and even now when Teddy is a grown man still begs and cajoles for "a nice cuddle and kiss" from him.

Into this household comes Ruth. Teddy is soon out of it. He has achieved a totally withdrawn libido and wishes above all "to maintain intellectual equilibrium . . . to operate on things, not in things." It is he, amazingly, who puts the family's proposition to Ruth: ". . . the family have invited you to stay," and he walks out of her life without a qualm.

As for Ruth's heterosexuality, the measure of it is her easy unbonding from Teddy, as the measure of her maternal drive is her carefree abandonment of her three boys. Joey spots her at once for what she is—"Christ, she's wide open . . . she's a tart." She can serve everyone in the family sexually because none of them needs too much from her and she is equally untouched by any of them. What she really wants, deep down, no man can give her.

Thus the cast is complete. Teddy can witness, unmoved, the seduction of his wife by his two brothers; Lenny can start seducing Ruth in full view of all and let Joey take over; Joey can have her alone in his room for two hours, unable to "go the whole hog"; Sam can become so excited that he blurts out his long-kept secret about Jessie and Mac, and has a heart attack; Max, totally shattered, can (the text says) "fall to his knees, whimpers, begins to moan and sob" and crawl to Ruth, pitifully begging for a kiss, as the curtain falls.

Pinter has fashioned a *ménage-à-cinq* out of four ill-assorted characters and Ruth. However, her open door will afford them as much heterosexual gratification as they can take, while, from the excitement of the others, each will gain his secret homosexual pleasure. As in Aesop's fable, the four fragile sticks have been bound together, through the device which is Ruth, into a strong rod. The opening disequilibrium is now stabilized, misery and discontent are banished, hopeful excitement prevails, and the dramatic conflict is perfectly resolved. —ABRAHAM N. FRANZBLAU.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

BOOK REVIEWS (Continued from page 42)

LBJ and the Uses of Power

***The Accidental President,** by Robert Sherrill (Grossman. 282 pp. $5), deals with Lyndon B. Johnson and the escalation of the war in Vietnam. Walter Johnson is the author of "1600 Pennsylvania Avenue."*

By WALTER JOHNSON

ROBERT SHERRILL has written a fast-paced, disturbing book. He opens up basic questions about American society, including whether freedom means only the freedom to grab all that you can get. This is not the good society many Americans are devoted to. As Walter Lippmann recently pointed out: ". . . the nation is being governed without the support of, against the feeling of, great segments of its spiritual and intellectual leadership."

Rowland Evans and Robert Novak in *Lyndon B. Johnson: The Exercise of Power* and Philip Geyelin in *Lyndon B. Johnson and the World* have already described President Johnson's ruthless use of power. *The Accidental President,* by Robert Sherrill, *The Nation*'s Washington correspondent, also explores in depth Johnson's use of power. But Sherrill goes far beyond a mere discussion of Johnson's quest for and use of power. He faces frankly the question many other writers avoid: "In whose interest is the power exercised?"

To answer the question, Sherrill probes deeply into the President's past. Unlike many nationally-oriented writers, Sherrill knows Texas. (He has taught at the University of Texas and was in charge of the Southwest Bureau of *Time* during the Billy Sol Estes scandal.) The author exposes the myth built by Johnson himself that he was a poor boy of Populist origins who "knew poverty" and whose mother was a "poor widder" lady.

> By temperament and opportunity and conviction, Lyndon Johnson is and has always been a representative of the fat and wealthy merchant who fought the Populist movement. . . . Although at odds frequently with the power structure of the old agrarian Texas that was dying after World War II, Johnson's sympathies were not shifted to what used to be easily identified as the submerged masses but to the new-rich businessmen and industrialists.

"I'm getting uneasy. That makes a total of twelve thousand in Lucky Cash we've given away this morning."

Readers of Ronnie Dugger's provocative, staunchly liberal weekly, *The Texas Observer,* will agree with Sherrill when he writes: "For Texas, that proud, fertile desert of social reaction, Lyndon Johnson has been the chief pharaoh." The struggle over the years between the pro-Johnson-Governor Connally forces and the anti-Johnson forces symbolized by Senator Ralph Yarborough and Don Yarborough has been far more than a struggle for power for power's sake. The anti-Johnson liberal forces have fought for the American of Mexican ancestry, the Negro, and the wage earner in general in a state where farm workers are paid as low as forty cents an hour in the Rio Grande Valley.

"Labor unions have virtually no rights in Texas," Sherrill remarks and points out the inordinate influence of top industrial, oil, and banking leaders—supporters of Johnson and Connally—in writing regressive tax legislation. "The Negroes and the Latins still live in near-peonage, the big corporations still successfully duck taxes. . . . Texas liberals who have fought the good fight and lost believe that what Johnson has done to them, he is canny enough to do everywhere."

How then does Sherrill explain the liberal legislation of the Great Society? "Aid to schools! Medicare! Protection of the Negro's voting rights! That's *great*! But it isn't really," Sherrill quotes William V. Shannon, of *The New York Times*:

> An outside observer might point out that the bills now actively supported by Mr. Johnson round out the welfare state but they scarcely add up to a program for a "great" society. Any civilized democracy is expected in the twentieth century to educate its children properly, take care of its aged and ill, and guarantee equality in the voting booth.

Sherrill insists that the President "is a man of sudden eruptions of pity, but without a deep inner well of compassion." He remarks that Congressman Wright Patman, who has known Johnson since he was a boy, has said, "he is not a liberal but a do-gooder." Thus Sherrill concludes, "He is directed not by a philosophy or a schedule of achievable progress but by glandular gooses, most of them brought on by the approach of November."

In one of the more devastating passages in *The Accidental President,* Sherrill writes: "Knowing from long experience that the best way to pay off campaign backers is via the military pork barrel, he went instinctively to the biggest pork barrel of them all, war, to keep a nation working and prosperous and content with his Administration." The

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

author remarks that Johnson, "a cactus-patch politician," moved into Washington at a time when President Franklin D. Roosevelt was "proving the invincibility of a combined welfare-war program." Johnson learned about pump-priming through government spending, Sherrill notes, and the "gimmickry of the Roosevelt program without picking up the philosophy behind it."

Sherrill describes Johnson's activities both as Majority Leader and as President in support of increased defense and war spending, with many of the contracts awarded to Texans. As Majority Leader he advised President Eisenhower against sending troops to Vietnam, but in 1965 himself started the massive buildup. "Idealism cannot supply the answer," Sherrill writes. "Johnson has never been known to act out of idealism. He ballooned the war for a practical political reason: because now *he* had a personal interest in keeping the industrial-military pot boiling with profits."

In a careful survey of Johnson's escalation of the Vietnam war, Sherrill cites from a variety of sources, including Eric Sevareid's article "The Final Troubled Hours of Adlai Stevenson" in *Look*, November 11, 1965, to demonstrate that the Administration's responses to peace feelers emanating from Hanoi or from international sources has been to escalate the war. Sherrill is in agreement on this point with *The Politics of Escalation in Vietnam*, by Franz Schurmann, *et al.*

As for the misleading statements and outright falsehoods issued by the White House, Sherrill insists Johnson knows exactly what he is doing: ". . . he is merely a common Southern precinct militarist, perfectly willing and certifiably able to use militarism for anything from winning votes, to exploiting the pork barrel to, if need be, blowing up half the world in corn-pone pique."

Strong words—but are they too strong?

Sherrill has written a provocative, challenging book with damaging statements of fact. And he has faced up to the fundamental question of power for what end? The analysis is sharp and tough as befits the situation.

In Defense of Dissent

Anti-Politics in America, *by John H. Bunzel (Knopf. 291 pp. $6.95), and* ***Politics: The American Way,*** *by Abraham Ribicoff and Jon O. Newman (Allyn & Bacon. 160 pp. $3.95), examine in different ways the conciliation and compromise required in a free society. Donald Young wrote "American Roulette: The History and Dilemma of the Vice Presidency."*

BY DONALD YOUNG

BECAUSE of the seriousness of the issues and the expectation that the contest will be close, interest in the next Presidential election has intensified earlier than usual. Two new books will contribute to an understanding of forthcoming political happenings, though they are directed to different audiences.

In *Anti-Politics in America,* his fourth book, John Bunzel, associate professor of political science at San Francisco State College, finds that some ostensible participants in the political game don't even belong on the field. Politics, he contends, requires conciliation and compromise (in the best sense of the word), and pragmatic efforts to solve problems. It is filled with ambiguities and contradictions, and thrives on the clash of interests and ideas in a free society. But practitioners of anti-politics, says Bunzel, "look upon politics in a democratic society with hostility or contempt, or both."

They do not understand how politics works, and have no commitment to its basic purposes. They seek to impose on society some sort of "fundamental truth" that will liberate the benighted majority from its illusions. They pursue rigidly defined goals with religious fervor. They have little interest in seeking acceptable solutions to difficult problems. Instead, they shun the wisdom of prudence, experience, and established institutions, and resort to means that are doomed to fail. In short, they seek to reduce politics to something other than what it is. Bunzel defends anyone's right to be passionately for or against integration, the income tax, or the war in Vietnam; but, he asks, how are such passions handled and channeled? In answer he examines a number of formal and informal groups of Americans.

The Radical Right, says Bunzel, is radical not because it opposes much that the public supports, but because it is uncivil in its opposition and because it is willing to kick over Constitutional guarantees to achieve its ends. Hostile toward the "Eastern establishment" and conventional political procedures and institutions, the Rightists are seen as direct descendants of the Populists. The author finds both William Jennings Bryan and Robert Welch "scornful of the formalistic barriers erected by lawyers and bureaucrats and contemptuous of the niceties of institutional responsibilities." The Right-winger fears the future, and believes himself menaced by conspiracies on all sides. He opposes democracy because it fails to preserve the strict order and dominance of authority that he believes necessary to the survival of society. Bunzel despairs at communicating with the Rightists because they cannot see shadings of gray on any issue. Furthermore, "their conspiratorial theory of American politics cannot be tested in the market place of ideas or exposed to rational discourse because—again on its own terms—it is not capable of being controverted by empirical evidence." The Right-winger stands aloof from the traditional conservative; but the author views part of the Goldwater movement of 1964 as radical rather than conservative.

The Far Left, says Bunzel, believes that the United States is run by "a monolithic structure of power and influence" controlled by big business. Leftists doubt that the two-party system can bring this power élite to heel because the issues that divide Democrats and Republicans do not involve its real interests. Therefore, the present political framework must be toppled along with the capitalistic system that spawned it. Bunzel says that the Left-winger also uses tortured reasoning.

THE Left-winger argues that the power élite permits rebuffs from government or labor only when the issue is trivial; an instance in which big business is the unmistakable loser must be one in which the "big boys" are not interested enough to use their "real" power. But Bunzel asserts that "the creative development of our democratic political institutions has largely been responsible for making concentrated economic power in the United States more and more the servant of society rather than its unchallenged master." He concludes that Socialists and Communists have failed because American workers are more interested in immediate economic demands than in a distant millennium, and because the Leftists have remained stubbornly doctrinaire rather than compromise with the realities of U.S. politics.

The Quakers are divided in their attitude toward government. Many regard it as "our enemy," organized for violence. Others do not consider government as such to be evil, only some of its practices. When required to make a decision, the Quaker is guided by his conscience; and for that reason, says Bunzel, "there is no real practical conception in Quaker theology of a need for compromise in dealing with political matters." Bunzel regrets the oversimplification of the war-and-peace issue by Quakers and other pacifists. The author

(*Continued on page* 63)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Tom Hollyman snapped this group of Tanzanians at San Juan's La Fortaleza—oldest governor's mansion in the western hemisphere.

African visitors challenge Puerto Rico: show us how we can build our economy from scratch

HERE YOU see Puerto Rico in its unofficial role as a "showcase to the new nations." The prize exhibit: Operation Bootstrap.

Each year, this pioneering self-help program attracts almost two thousand legislators, administrators, planners.

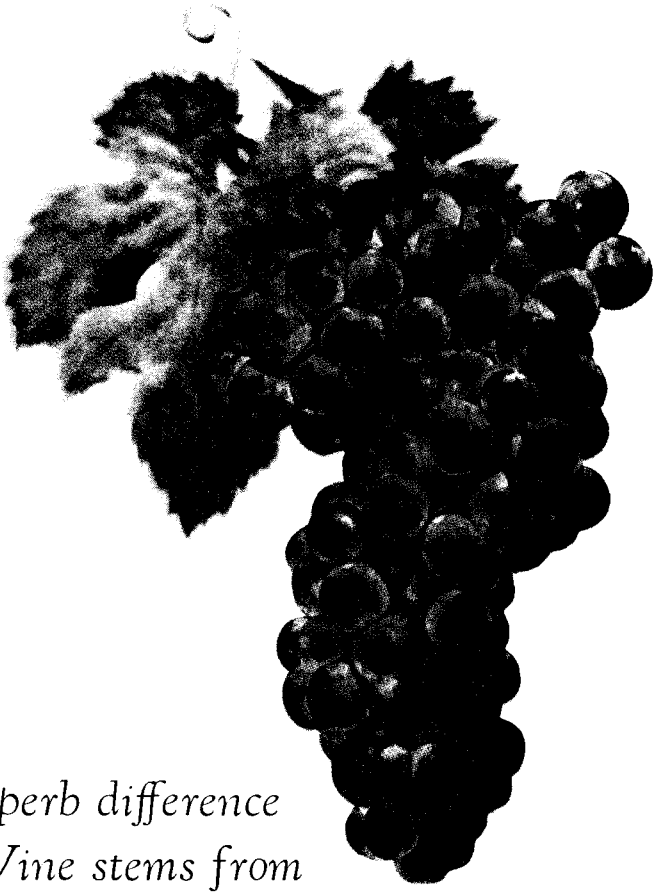
They come from Tanzania and Gabon, Chad and Ceylon, Rwanda and Uganda. Even from France, Italy, Turkey and England. They study, they learn, they adapt what they learn to their own needs. Now several new nations around the world are following in the footsteps of Bootstrap.

"Puerto Rico has a lot to teach us," reports a visiting development officer from an African university. "We are face to face with problems like those you have tackled with such signal success. Measured in concrete terms of improved living standards, and national and communal self-respect, there can be few countries with a record such as Puerto Rico's . . . The whole free world can take pride."

This sunny U. S. Commonwealth could ask no higher praise.

Commonwealth of Puerto Rico • Economic Development Administration • 666 5th Ave., N.Y., N.Y. 10019

PRODUCED 2016 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



The superb difference in Almadén Wine stems from a bunch of little things

*F*ine European varietal grapes. Little things. But essential for truly superb wines. Ours have a unique premium character... because we grow them to our own exacting standards of quality. We need not rely on other wine growers for grapes of possibly lesser quality.

Our advantage is Almadén's Paicines Mountain Vineyards, the world's largest vineyards of fine wine grapes. Here, where California nature has been uniquely generous, all European varietals prosper—to a special degree of perfection that is imparted to *every* Almadén wine.

That's why you are assured of superb quality *every* time you serve any kind of Almadén. Prove it by candlelight. Learn how important little things can be.

ALMADÉN

For our free News from the Vineyards, write Almadén Vineyards, P.O. Box 997 G, Los Gatos, California

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

contends that their principal objective, peace, cannot be achieved without compromise.

Utopians believe that conflict has no place in the perfect state. A typical Utopia finds the individual subordinated to the discipline and welfare of the group. Bunzel concedes that "The drive for security, perfection, and certitude is admittedly a basic fact of human nature." But, he argues, "a society which replaces poverty, misery, and conflict by varying degrees of security in return for social servility and political discipline can no longer lay claim to being free." Bunzel suspects that the Utopians have a prospective ally in the computer, which may "free" man from weighing alternative courses of action. But he fears that if man surrenders his freedom to make choices, he will have toppled "an indispensable pillar of an open, democratic society."

The "anti-politicians" are, in Bunzel's view, necessary to a free society. Their ineptness reduces their direct influence on law and policy, but the controversies they engender help enrich the political dialogue.

Professor Bunzel has succeeded in shining some light into dusky corners of the political curiosity shop. However, a fuller treatment of the role of the scientist in anti-politics would be welcome. The scientist, trained to search for tidy, precise answers to complex problems, often peddles his opinion on political issues. Meanwhile, our political institutions struggle to control the assault on our environment by the scientist's infernal discoveries, from H-bombs to insecticides.

The reader may also wish that Bunzel had put more of himself into his book. He devotes much space to lengthy critiques of the writings of other scholars, including Richard Hofstadter, Robert S. Lynd, and Daniel Boorstin. He might have weighed the possibility that the anti-politicians may succeed in "taking over" one of the major parties. Bryan, tagged as the ideological ancestor of the Radical Right, nearly swept the country in 1896, and one wonders if a similar emotional appeal could carry an election today.

In his preface Bunzel rejects the idea that an educator should direct his writing only to the academic community. His book, however, offers a formidable challenge to the general reader, who will profit if he can bring to it a background in political science, religion, psychology, and sociology. He will encounter a jargon that identifies big businessmen as "economic influentials" and that depicts social climbers as engaged in "vertical mobility." Nevertheless, *Anti-Politics in America* is a successful and significant book well worth the concentration one can give to it.

U.S. Senator Abraham Ribicoff of Connecticut and Jon O. Newman, United States Attorney for the District of Connecticut, have published a useful guide to the political scene. *Politics: The American Way* contains an enormous amount of information about voters, candidates, parties, conventions, and elections. The authors say nothing new, but no one has succeeded better in pulling together the essentials of politics in so brief a work. Much of the material is drawn from events as recent as last November's election. The book, strictly objective and written in a spare, clear style, ought to circulate widely among high school students and among adults who eye U.S. politics with bewilderment or skepticism. Considering the age of many of their prospective readers, the authors might well have discussed the recent surge of interest in politics in colleges and schools.

Ribicoff and Newman admire the U.S. electoral system, though "the political world is not all sweetness and light." They avoid the pitfalls of the "civics-book dreamworld" where, for example, voters always make up their minds in the most objective manner after deliberating at length on the candidates and the issues.

A Nation Blemished

The American Way of Life, *by Ashley Montagu (Putnam. 352 pp. $5.95), in a series of jottings on our culture, finds much that is admirable, more that is faulty. C. Michael Curtis has published poems, essays, reviews, and comments in the Atlantic, National Review, and other publications.*

By C. MICHAEL CURTIS

IT IS symptomatic of Ashley Montagu's collection of brief essays that his breezy, five-page indictment of the U.S. presence in Vietnam is followed, without so much as a shift in tone, by the wish that American hotels would put "distinguishing marks . . . on bath mats so that they would not be confused with towels." And it is by no means an easy task, in a book as determinedly stuffed with trivia as this one, to decide which of the two evils he finds the more offensive. It can, at the least, be said that there are few causes for offense Professor Montagu has ignored in putting together this roster of harangues, and there is surely, in an ill-tempered way, something here for everyone.

These sixty-five essays (only three or four are in any sense worthy of that description) include complaints about American Legionnaires, Hollywood movies, commercial television, central heating, psychoanalysis, sexual inhibitions, honorary degrees, college administrators, bell-hops, universal suffrage, America's China policy, mail-order rifles, automobile horns, automobiles, lobbies, bad manners, the American legal process, American hostility towards eccentrics, American fathers, teen-agers, undisciplined children, mailmen, Christmas traditions, and so on.

But it would be unfair to suggest that Professor Montagu was exclusively negative in his view of American life. Far from it. He admires American generosity, the industriousness of the American worker, American summers and winters, American women, the manners of New Englanders, the inventiveness of American speech, the fit of American clothes, jazz, the quality of American magazines and *The New York Times*, as well as the power of "right" thinking.

Just what one is supposed to make of this display of virtuosity — peevish and otherwise — is far from clear. There is scarcely an argument here that seems worthy of more detailed analysis, and where Professor Ashley Montagu warms to his task the results are still less satisfying.

IN his discussion of commercial television, for example, Professor Montagu recites the familiar objections to popular culture, that it appeals to low tastes, underestimates the desire of its audience for "high" culture, presents the "American Indian . . . as a savage, inferior, unfeeling barbarian." "There can be very little doubt," Professor Montagu argues, "that such programs habituate those who are exposed to them to an easy valuation of life, a not uncongenial view of the place of violence in human relations, and the cultivation of an opportunistic morality." And what is his solution? "If television will responsibly use the power with which it is endowed, it will not permit itself to have its tastes formed for it by the pressures exerted by majority opinion." "What *ought* to be done is what is *good*, and the good is simply defined as any act or acts which confer survival benefits upon others in a creatively enlarging manner." Television, Professor Montagu believes, should provide programs that "will help

(*Continued on page* 70)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Dialogue with the Third World

The Reds and the Blacks: A Personal Adventure, *by William Attwood (Harper & Row. 341 pp. $5.95), records the author's five years as Ambassador to Guinea and Kenya. The latest book by Thomas Patrick Melady, a frequent visitor to Africa, is "The Revolution of Color."*

By THOMAS PATRICK MELADY

A CASUAL remark to Chester Bowles in late 1960 led to William Attwood's five years in the Foreign Service of the United States, mostly in revolutionary Africa.

The Reds and the Blacks is Attwood's account of his "personal adventure" during those years. It opens in the campaign year of 1960, when the then foreign editor of *Look* magazine took leave from his job to work with the Democrats as a key speech writer. Within a few weeks after President Kennedy's inauguration the White House announced Attwood's appointment as Ambassador to Guinea, during a period of bitter relations between Conakry and Washington, D.C. Attwood arrived in the country with more than enthusiasm. He had the full backing of an Administration determined to establish a dialogue with the "third world" of Africa and Asia. The Kennedy Administration recognized African aspirations for independence, self-determination, nonalignment, equal rights, and economic development.

Guinea's President Sékou Touré was the dynamic leader of a volatile country. Feeling rejected by both France and the United States, he had turned to the Communist bloc for aid and comfort. They gave him what he wanted—or so it seemed at first—and in April 1961, when Ambassador Attwood presented his credentials to President Touré, there were many who felt that Guinea had already become a Marxist state. Attwood relates the story of Soviet and Chinese efforts to penetrate and subvert the young Republic and to turn the Guinean people against the United States. They failed, and the author gives some keen insights into why.

Returning to Washington in late 1963, Attwood was made Adviser on African Affairs to the United States Mission to the United Nations. He was there on the grim day in November 1963 when John F. Kennedy was assassinated. In a few concise paragraphs he portrays the response of the African delegates to the death of the American President.

As his country's Ambassador to Kenya, Attwood went to Nairobi in early 1964. By that time the Russians and Chinese were working at cross purposes in Africa. The Russians "had learned to play their hand more discreetly" than they did in Guinea, but the Chinese still had many lessons to learn.

The chapters analyzing the response of the average educated African to the Stanleyville rescue operation should be required reading for all Americans interested in Africa. The section also documents several U.S. blunders, including the appointment of Attwood to serve as representative to the OAU meetings in Stanleyville while he was still Ambassador to Kenya. The wearing of these two hats compromised his effectiveness during a critical period.

Woven through the book are the personal observations of a perceiving, dynamic man who seemed to love every day of his five years of government service.

The rise of nationalism in Africa has created a variety of problems. One is in the field of communication. Now in possession of their political dignity, the leaders of the new countries have a driving obsession to liquidate the triple curse of poverty, illiteracy, and disease, and to raise the living standards of their people. This leads to a great deal of experimentation, and to emphasis on activities and concepts that sometimes seem unimportant to the older nations.

Unfortunately for the African people, their struggle for a decent standard of living has coincided with the confrontation between the West and the Communist states. This book gives some glimpses at the human side of the competition and of the impact of the Moscow-Washington détente on Africa and especially Kenya.

The Reds and the Blacks shows the opportunity America has to extend her hand as a neighbor at this crucial moment in the lives of the young nations. The U.S. diplomatic teams abroad are generally composed of dedicated and talented civil servants. A competent leader heading an overseas mission can make the most of these talents for the good of his country. The United States Embassy staffs in Guinea and Kenya, under Ambassador Attwood, carried out their duties with high excellence. This book gives insights into how it was done, and that is its main value.

Your Literary I. Q.

Conducted by John T. Winterich and David M. Glixon

NAME, PLEASE

Ferreting out the man or woman behind the nom de plume seems to be a popular recreation of our contributors. William Cressman is the pen name of a reader (presently sojourning in Huntingdon, Pa.) who asks you to identify the real-life names at the right with the correct authorial names on the left. The key is on page 67.

A. E. ( )	1. Mrs. Cecily (Fairfield) Andrews
Louis-Ferdinand Céline ( )	2. Winifred Ashton
Joseph Conrad ( )	3. Baroness Karen Blixen
Clemence Dane ( )	4. Charles Farrar Browne
Isak Dinesen ( )	5. Edward R. Bulwer-Lytton
Pierre Loti ( )	6. Dr. Destouches
Helen MacInnes ( )	7. Mrs. Gilbert Highet
Owen Meredith ( )	8. Teodor Korzeniowski
Frank O'Connor ( )	9. Aléxis St.-Léger Léger
St.-John Perse ( )	10. Michael O'Donovan
Artemus Ward ( )	11. George W. Russell
Rebecca West ( )	12. Louis Viaud

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Melancholy in Melanesia

A Diary in the Strict Sense of the Term, *by Bronislaw Malinowski (Harcourt, Brace & World. 315 pp. $6.95), confides in a journal kept during the First World War the dislike that the great anthropologist had for the primitive islanders he was among the first to describe and reveals his general sense of failure during his field research in Melanesia. John Middleton is professor of anthropology at New York University.*

By JOHN MIDDLETON

BRONISLAW MALINOWSKI was almost the first Westerners to describe, as they really are, what were in his day still called "savages." Although technically an enemy alien in Australia, where he was in 1914, Malinowski, who was Polish and an Austrian national, was allowed to work in Melanesia during the war years. After the Armistice he taught at the London School of Economics until 1938, when he came to America. He died here in 1942. Virtually all the senior British anthropologists of today were instructed by Malinowski, who made a wide public aware of the significance of anthropology. He changed it from the largely antiquarian interest that it was for Sir James Frazer—searching for the primeval origins of mankind—into the analytical discipline that it is today.

When he returned to the Trobriand Islands and again saw the huts and canoes, Malinowski wrote in his diary, "Feeling of ownership; it is I who will describe them or create them." This he did, thanks to a series of brilliant books and to his celebrated argument with Freud over the absence of the Oedipus complex among the Trobrianders, and by publicizing his interest in the problems of the modern world.

Originally written in Polish, this diary was found after his death; it covers only some nineteen months in Malinowski's life, but they were in many ways the most important. His health was poor while he was keeping the journal; moreover, he was worried about the war in Europe and his mother, still in Poland. The diary was clearly not intended for publication; indeed, the latter section at least was partly an instrument in his decision to order his life and to make himself worthy of the woman whom he hoped to marry. Describing the islanders, he recognized, would give him both stability and reputation; he reminded himself that he "worked with immortality in view."

The diary is in two parts. The first covers his early work in Mailu, a small island on the south coast of New Guinea. It was an apprenticeship, during which the academic European entered for the first time into the enclosed world of colonial rule. Ambitious, arrogant, and cruel, Malinowski discerned little worth in anyone there and hated to depend so much on the local white administrators, traders, and missionaries. The ruffianly traders who were no intellectual threat to him he liked, but he despised most of the others, whom he frequently referred to as "pigs." Malinowski must have been an unpleasant visitor to deal with.

The second part of the diary covers most of the period after his return in 1917 to the Trobriand Islands, which he had visited briefly at the end of the Mailu trip. Malinowski had been back to Melbourne and met his future wife; now his immersion into the life of the islands and of the people whom he was to make famous became more than a mere visit. Rising above merely grumbling at the weaknesses of others, he became conscious of himself and of how he had to adapt to these islanders for whom he had respect (rarely affection) and also such dislike. He used them to change and to realize himself. To maintain one's objectivity while trying to understand both intellectually and emotionally the members of a culture so utterly different from one's own is an almost impossible task. The difficulty is compounded if, like Malinowski, one lacks any deep compassion for one's fellow-men. Yet in spite of this he was probably the finest descriptive ethnographer the subject has known.

Malinowski was continually moved by the beauty of the islands, by the light and colors of the mountains and sea; in watching and describing these he felt himself to be alone and safe from the continual demands of others. It was the wretched savages who troubled him, making him curse and rave when he could not get them to tell what he wanted to know. "Ethnographical problems don't preoccupy me at all. At bottom I am living outside of Kiriwina, although strongly hating the niggers"; his use of the last word may have been more usual then than now, but it is horribly indicative of his general sense of disappointment and failure. "I thought about my present attitude toward ethnogr. work and the natives. My dislike of them, my longing for civilization."

His preoccupation was always with himself, with the days spent sick, reading trashy books, and trying desperately to keep himself a distinct person in the face of loneliness. On his first return, he had written, "When I saw the sea I cried with joy . . . I am happy at the thought that I'll live here." Nevertheless, he did not make excuses nor blame others, though his despair over his task permeates the pages of the book. The diary concludes, "Truly I lack real character."

TODAY anthropologists have manuals to instruct them. With no precedents, Malinowski had to build on the norms of his time, when colonial rule was hardly questioned. He was among the first to see that the culture of his lowly islanders was in its way perfect, but doomed to extinction. His aim, even though he so wanted the academic fame he later achieved, was an honest one: to describe the people he knew, because no one else would ever do so. Near the end of his stay, setting down what he was trying to achieve, Malinowski wrote: "The final plea: purely scientific value; antiquities more destructible than a papyrus and more exposed than an exposed column, and more valuable for our real knowledge of history than all the excavations in the world."

This diary is a record of what it is like to try to gain that real knowledge.

Bronislaw Malinowski in 1938—"he worked with immortality in view."

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

She Adopted Augustus John

Two Flamboyant Fathers, *by Nicolette Devas (Morrow. 287 pp. $5), depicts a Bohemian family in the 1920s and Thirties, surrounded by the celebrities of the Augustus John circle. Harry T. Moore, who teaches at Southern Illinois University, is the author of a recent two-volume study of contemporary French literature.*

By HARRY T. MOORE

THE FIRST of the author's two fathers, her actual male parent, was Francis Macnamara, a part-time minor Irish poet and a full-time character. Besides his daughter who wrote this book and her sister who married Dylan Thomas, Macnamara had two other children, but when they were all little he left them and their mother and decamped with a woman who specialized in breaking up families. After that the children saw their father only occasionally, and Nicolette says that although she considered him a god she didn't really love him.

Her second flamboyant father-figure was Macnamara's friend, the painter Augustus John. The young Nicolette secretly adopted him as a replacement. He had his own brood, chaotic and magnetic, with whom the Macnamara children grew up. Nicolette thought of herself as a "fringe daughter" and kept herself out of the erotic turmoil of John's life. Eventually she studied art at the Slade School, where she met the painter Anthony Devas, whom she married.

When she was in a Salisbury nursing home having difficulty over the birth of her first child, Augustus John materialized with his car and insisted on taking her and her husband out to the neolithic stone circle at Avebury. He drove there and back wildly, and while at Avebury he lectured on the sexual meaning of the stones as Mrs. Devas climbed about experiencing labor pains: "The next day, 24th March 1936, Augustus was satisfied that it was the phallic influence of Avebury that had finally induced the birth of Emma. But I thought it was the result of Augustus's driving."

Augustus John was not always so dominant. He was successful with women and relished having them around, but Mrs. Devas says that he often failed to communicate with his friends in conversation and regarded himself as a lonely man. Similarly, the author depicts Francis Macnamara as lonely during his last sick days in Dublin, when she went there to attend him.

She ends her book on a note of keening that seems like an echo from a John Millington Synge play: "Now the men in my life are all dead; my husband Anthony, my brother John, Dylan and both my fathers, Francis and Augustus. My gods destroyed. . . ."

Mrs. Devas minimizes her own forays into art as a painter who exhibits and a novelist who publishes, but within the range of most of her other adventures she is fluently informative. She provides a long chapter on her sister Caitlin Thomas, tracing "certain of her childhood experiences that might help towards an understanding of her life." This account is exceptionally candid without becoming unfriendly or unfair. In it, Dylan Thomas also appears in an intimate new light.

The foregoing should assure most students of the period that they will find riches in this book. Besides the men and women already mentioned, various others cross these pages: Lawrence of Arabia (who snubbed the young Nicolette), W. B. Yeats (who called her first father "that frustrated Dionysius"), Lady Gregory, Lytton Strachey, and the author's French relatives, whom she sometimes visited in their own country.

—*Portrait by Augustus John.*

Francis Macnamara—"part-time minor Irish poet and full-time character."

Everyone who makes an entrance into this book is filliped into life: "I thought Lady Ottoline Morrell was a witch. There was nothing cosy in her face to reassure a child." But through all this parade of personalities the accent is on character rather than mere anecdote. The story, a consistently developing one, is always that of Nicolette Devas, whose life has been made up of highly talented people whom she writes of in a headlong Celtic manner.

Pantheist or God-Intoxicated?

Dag Hammarskjöld: The Statesman and His Faith, *by Henry P. Van Dusen (Harper & Row. 240 pp. $4.95), provides a companion volume for the study of "Markings." Jaroslav Pelikan is professor of religious studies at Yale, where he teaches the history of Christian doctrine.*

By JAROSLAV PELIKAN

EVER since the publication of Dag Hammarskjöld's *Vägmärken* in 1963 and of its English translation, *Markings,* in 1964, readers on both sides of the Atlantic have been trying to make sense of the profound yet unconventional piety expressed in this remarkable "journal of a soul." Was Hammarskjöld a pantheist, did he think that he was Jesus Christ, was he a God-intoxicated man? Beyond such questions as these there have been insinuations about his personality, especially his preoccupation with death and his celibacy.

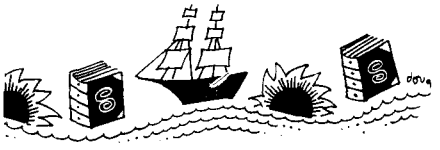
Vexed by these insinuations and puzzled by some of these questions, Henry Pitney Van Dusen, president emeritus of Union Theological Seminary in New York, has undertaken in this book to set the record straight. A close reading of *Markings* (in the course of which Dr. Van Dusen has managed to correct several slips in the Sjöberg-Auden edition) has been supplemented by correspondence and conversation with Hammarskjöld's relatives, colleagues, and friends, both in Sweden and here.

The result is a useful companion to the study of the "diary." One of the most helpful parts of the book is an extensive table correlating individual entries in *Markings* with public events, private anniversaries, and festivals of the church

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

year. Many of the more allusive thoughts and poems are illuminated by this device, which shows how important the calendar was in the spiritual metabolism of the Secretary-General. An intensely shy and private man bound by his sense of duty to a public career, he bridged the gap between "public servant" and "private man" by the disciplined and candid meditations which have become public property through the publication of his journal.

Any "book about a book" faces the dilemma whether to excerpt copiously or to assume that readers of the commentary have access to the text. Dr. Van Dusen has chosen the former course, so that from his book a large part of *Markings* could be reconstructed.



Several of the individual entries are quoted in full two, three, and four times. Likewise, the same events and statistics recur at various places. On at least eight separate pages we are told of Hammarskjöld's "lifelong distaste for conventional society." At times the discussion of the rumors that Hammarskjöld was abnormal, especially in his sex life, seems to me rather defensive.

As could be expected of a theologian, Dr. Van Dusen gives detailed attention to the religious sources of Hammarskjöld's thought. Admitting that "with antennae of attention attuned to the wave length of our desire, we tend to hear [in *Markings*] only what corresponds," the author recognizes Hammarskjöld's affinities with the mystical tradition, particularly *The Imitation of Christ,* his debt to Albert Schweitzer, his dependence on the Psalms, but he dismisses "the formal theology of traditional Christian teaching in which he must have been instructed" as a source. Therefore, although he quotes the comments on original sin, he does not discuss them in his analysis of Hammarskjöld's religious ideas. He suggests in passing that Rudolf Otto "was a favorite with Hammarskjöld," but says no more about him. Other contemporary theologians mentioned are Nathan Söderblom, Yngve (mistakenly called Anders) Brilioth, Martin Buber, and Teilhard de Chardin.

Yet the "theology of Hammarskjöld" remains a puzzle, even after Dr. Van Dusen's explanations, and so the explanations drive one back to *Markings* itself, which is precisely what this book is intended to do.

LITERARY I.Q. ANSWERS

Column One should read: 11, 6, 8, 2, 3, 12, 7, 5, 10, 9, 4, 1.

Disconnected from Pain

After the War, *by Daniel Stern (Putnam. 243 pp. $5.95), tells how one young veteran learns the hard way that you can't drop out of life. Joseph Haas is an editor and writer for Panorama magazine in Chicago.*

By JOSEPH HAAS

DANIEL STERN's *After the War* covers a few weeks in 1948, and a few days in 1954, moving through New York City from Second Avenue walk-ups to riverside penthouse apartments. But the journey that Stern guides us on is that difficult one from the illusions of youth to the realities, depressing and yet somehow grand, of maturity.

It describes how one young war veteran, Richard Stone, suffers through this transition. In the beginning, he is struggling to write while he lives on the GI bill and the generosity of a traveling friend who has lent him her apartment. His callow philosophy is "disconnectionism": if he can remain aloof from responsibility he can be free and invulnerable to such pain as his mother endured when he was a child and her husband abandoned them, and to such pain as he suffered in the war when he saw his best friend blown to shreds.

But he will not be permitted his private truce. It won't be allowed by his friends and neighbors in the Second Avenue walk-up: the girl poet, Claude, who needs people; Will and Jesse Green, a literary couple unable to sublimate their individual ambitions to save their marriage; Al Rourke, a drinking Irishman, and poor Mr. Katz, a widower who lives alone on a monthly check from his children and who is obsessed by what the slaughter of the six million Jews seems to say about the existence of his God.

Inevitably, they draw Stone into life, and his defeat is assured when, to further their selfish ends, the Greens introduce him to lovely, troubled Jemmy Gordon. He and Jemmy enjoy a brief, idyllic love affair, but through it run the dark threads of Jemmy's strange feelings toward her father, Jeremiah Gordon, a celebrated television personality.

After that, Stone's involvements snowball until all of these lives collide tragically in one mad cocktail party at the Gordon penthouse when Richard Stone's illusions are shattered and the world seems indeed to be what Mr. Katz fears that it is, only *Tohu v' Vohu,* chaos and emptiness. Stone is left haunted with a line from one of Claude's poems, "Who will teach us how to lead our lives?"

He does not discover the answer until eight years later, after he has made his compromises. "The young are foreigners. Every landscape in which they move,"

". . . and would you please refrain from using Roman numerals in your zip code?"

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

he realizes, "is new and strange" in youth's "great quest . . . to find one's self." Then one day you are older and discover that you have become "precisely nothing more or less than one's self." But resignation is not the answer, either. It is supplied, at last, in one of his imaginary dialogues with his father.

Daniel Stern has attempted a perilous effort in *After the War*. Many novelists try to limn the transition from youth to maturity and stumble into superficiality, pomposity, or maudlinism. Some of Stern's characters tremble on the brink of stereotype, and there are occasional disturbing echoes of other books: for example, try as we might we could not keep Homer and the climax of *The Day of the Locust* from arising when Mr. Katz appears at the cocktail party.

But so perceptive are Stern's insights, so sensitively does he create love scenes, so lucid and lovely is his prose, so authentic his dialogue, that he has contributed movingly to the literature of lost youth, lost love, and lost illusions.

The Real, Seem and Dream

Justice Hunger: A Short Novel and Nine Stories, *by Meyer Liben (Dial. 259 pp. $4.50), includes in a variable cast a fleshless hero and sexless heroine, a poet who sells his verse to individuals, and a small Jewish boy who takes on the corner bully. Curt Leviant's fiction has appeared in various periodicals, including "The Best American Short Stories 1966." His recent Sholom Aleichem collection, "Old Country Tales," has been selected by the American Library Association as one of the hundred most notable books of 1966.*

By CURT LEVIANT

MOST of the stories in *Justice Hunger* display Meyer Liben's inventive power and ability to synthesize idea, metaphor, and character; the short novel "Justice Hunger," however, contains only brief flashes of the controlled diction and imaginative strength of the rest of the collection.

A summer in the Depression Thirties is the setting for "Justice Hunger," an unromantic tale of love involving the graduate-student narrator and Melanie, a college-educated divorcée. The story begins on a note of pseudo-adventure: in a park at night an attractive young woman asks the narrator to pretend he is her escort so that a nearby policeman will not question her.

From this, the dramatic apex, the reader, following the couple through excursions, parties, concerts, and just dates is treated to prolix discussions on Darwin, Hegel, Kropotkin, Dostoevsky, Radical Politics, Art, and Psychoanalysis —the sterile cerebration of the eventless to make it eventful—by characters who seem more like mouthpieces for various views than beings with individual personalities. Instead of talking *to* each other, for the most part the protagonist couple think or write *at* each other, exchanging apothegms, or dialogizing little philosophic etudes where "he said" and "she said" could easily be switched. The narrator interminably dissects niceties and feelings and involutes through a spectrum of alternatives. All this is too much even for Melanie, who at one point exclaims, "I'm tired of defining these nuances of behavior."

In "Justice Hunger" the author provides examples of both linguistic purity and gobbledygook (which a narrator in another story discusses), and almost simultaneously sprinkles stardust — and sawdust — in the reader's eyes. On the one hand, certain passages contain clean, graceful prose, classically simple, biblically terse: "We blinked in the Hoboken sun, we walked on the earth of Hoboken above the dead of that city. . . ." Others have the imagistic thrust of "sleep was waiting for me in the bed and I fell into it"; and, "I regretted that she did not have one of those long Russian names, so warm and diminutive, on whose length one can play all sorts of chords, so that the very saying of the name becomes an experience." In contrast to such poetry are stylistic quirks like: "We walked slowly, if not aimlessly"; "enough to cause laughter, if not gales of laughter"; and the promiscuous use of parentheses that diffuse meaning.

If Meyer Liben is satirizing the pretentiousness of his fleshless hero, sexless heroine, and the entire scene of the depressing Thirties, he offers no literary fulcrum, no departing point from which we can penetrate the ruse. If he is writing a static Chekhovian drama-comedy, he does not give us character as a spatial substitute for consequential action. And so the narrator's statement that Melanie "had a way of making life more meaningful; she was a creator of values" is totally unconvincing. At the end of "Justice Hunger" the narrator chooses not to take Melanie back to the park bench of their first meeting because he sees it as a "phony move, a gesture in the Hollywood manner." Nevertheless, the beginning is no less Hollywoodish, but actually a variation of the standard cinematic cute-meet: girl, bicycling, crashes into eligible young man; drops bundles; or has flat tire.

In "Justice Hunger" one is continually

"I was out looking for an honest man and my house was robbed!"

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

made aware, not of creative writing, but metaphysical penmanship: endless analysis and verbatim accounts of talkathons, the curves and shapes of life without its content. As a happy contrast, however, in most of the other stories Meyer Liben achieves fictions that are unique and memorable. Whereas he stresses the real in "Justice Hunger," in the stories he deals with the seem and dream where metaphors are acted out and life is viewed through a special angle of vision.

An authentic heir to the tradition of Kafka and Isaac Rosenfeld (whose ghosts beneficently scatter their spectral matter throughout the volume) is "The Wisdom of Solomon," a fantasy whose idiom is the improbable fusion of modern and ancient, an erratic telephone and verses from the Song of Songs. The paradox inherent in the title "The Business of Poetry" is actually the nub of the tale. Instead of publishing, a poet sells his creations to individuals and develops a business ethic for this artistic commodity. (Incidentally, many excellent poems appear in various stories.)

"Homage to Benny Leonard" depicts a small Jewish boy who, depressed by his hero's defeat in the ring, works out his anger by taking on the corner bully. In "The Locking Gas Cap" the frustrations of a six-year engagement complement the thefts of accessories of a car jointly owned by the couple. The car — universal symbol, American metaphor — represents delayed marriage and inaccessibility; it becomes the alterego of the couple, and the locking gas cap is the ultimate symbol of the car-mate nexus. "The Other Office" focuses upon a businessman who is drawn to, but cannot fully enjoy, the comfort of a friend's office—the paradigm for the home one can't return to, and the lost paradise of mother love and carefree youth.

In the title story Meyer Liben's literary tools were mainly camera and tape recorder; in most of *Justice Hunger,* the artist's brush and creative, poetic memory. It is these brilliantly conceived and sensitively rendered short stories that represent the achievement of Meyer Liben's prose.

With Father in the Veld

***The Thorn Trees,** by John McIntosh (Harcourt, Brace & World. 183 pp. $4.50), tells of an eighteen-year-old chained to her treasure-hunting father, on a barren farm in Bechuanaland. Charles R. Larson teaches English and African studies at The American University, Washington, D. C.*

By CHARLES R. LARSON

THIS is not at all a typical novel about Africa. There are no white hunters on safari, no rebellions by the natives, no alienated Africans caught between cultures, no miscegenation of any importance. Instead, Rhodesian novelist John McIntosh is concerned with creating real characters—people who have adapted to each other little more than they have adapted to their environment. Undoubtedly, this is the reason his story is such an enjoyable one.

The setting is a cattle ranch in Bechuanaland, a vast, barren terrain where little grows but the thorn trees that scratch at those who try to escape. On this farm lives eighteen-year-old Edna Ferris with her father, whose singular concern is an endless search for gold sovereigns buried by Grandpa Ferris years ago. Mr. Ferris lives for the day when he will find the gold that will permit him to rebuild the ranch and restore it to its previous splendor, believing that thus he can keep his daughter from running away and leaving him alone.

While her father digs for treasure, Edna passes the hours with fantasies of escape, dreaming of a knight who will rescue her from the boredom of the veld. The daily routine keeps her from going insane. Mornings and afternoons she studies for her high school matriculation examinations, which she has twice failed. In the early evening, when it cools off, Edna and her father play two sets of tennis and then postpone the evening meal with drinks and small talk, which is always the same. There is little variety in their humdrum lives. When a new novel comes in the post, Mr. Ferris tears it into sections of twenty pages, rationing one portion to a day.

The Africans fare a little better: there is less to hold them to the farm. The houseboy leaves for a position at the post office in the nearby village; his sister, the cook, goes to the capital. Only Edna and her father remain, Edna waiting for her matriculation, when she plans to leave the territory and study medicine.

Edna begins to detest her father, his grandiose schemes for money-making which reduce them to further poverty, his incestuous designs once the cook has left the household. She learns that her mother committed suicide because she had discovered Mr. Ferris with an African woman. (The second Mrs. Ferris fled the farm five years after her marriage.) Brother Martin—the younger priest at the mission and the one person who could be Edna's friend—runs away to the city, but is brought back.

The Thorn Trees is a haunting, almost rhapsodic story; McIntosh's ability to create characters hopelessly chained to the land is reminiscent of the best of Doris Lessing. The overtones of the novel are Gothic and psychological, the portrayal of Edna Ferris poignant and sympathetic. The scenes between Edna and Brother Martin are drawn with control and a rare vibrancy, the dreariness of the veld made convincing by the tense pace of the story. Only the ending is a disappointment. It has been tied up a little too nicely, a little too patly. What was a beautiful and strangely compelling story suddenly becomes banal and slight.

A Man and Four Women: A magical island; a dying old woman inhabiting a moldering mansion haunted by a mad ancestor; a young woman who lives in a black and white room; another who bathes her infant, puts him to bed, and then calmly swallows the pills that transport her to oblivion; a gentle stranger later revealed as a brutal strangler; a prying postmistress stoned by children—all these seem the ingredients of Gothic romance. Yet what Janice Elliott has written in *The Godmother* (Holt, Rinehart & Winston, $4.95) is not a highly plotted fiction of terror and titillation; it is, rather, a novel of sensibility. The sensibilities explored are those of Helen, the godmother; Anne Scott, her very much younger friend; Dorothy, mother of the baby and wife of the man who is Anne's lover; and Harriet, Anne's sister and sometimes her double.

The men are shadowy, and the central one, James, is seen only in relation to each of the women: as Helen's nephew, Anne's lover, Dorothy's unfaithful husband, and finally as bridegroom to the voluptuous virgin, Harriet, who murmurs to him as they lie side by side on their nuptial night, "I think it went off very well. But I am very tired. I've only just realized how tired I am. Perhaps a good night's sleep."

That last sentence can serve, too, as a good example of Miss Elliott's most irritating stylistic device. Her people rarely complete sentences. Possibly effective when used sparingly, the swallowing of final words becomes, finally, the writer's nervous tic, not the characters'. "Well I would have said," says Mrs. Harold, the postmistress. A few lines later Helen Porter replies, "I am very tired Mrs. Harold. There is nothing the matter with me, but."

A second mannerism, the sentence

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

fragment, long the darling of the ad man, is pervasive: "If she were taken ill." "As though he had known that this time would come, when he would fear to cross the sea." "Even if the house crumbled and fell."

Despite such blemishes the novel contains effective passages, particularly those that explore Helen's dreamlike consciousness during her prolonged expiration. Such areas, as well as the presentation of poor Dorothy, show a writer sensitive to language and endowed with imaginative insight into precarious mental states. But these illuminating passages are isolated. Individually viable ideas and symbols—a silver bell never purchased for the christening, a hat tossed into the sea, a disordered gardener who creates order, an oracle at Delphi who cries "Boom!"—remain thin because they never cohere into a functioning whole. —CECILE SHAPIRO.

The Next Morning: Until now Mervyn Jones has been known to Americans, if at all, for his nonfiction—as co-author with Michael Foot of *Guilty Men 1957*, as author of *The Antagonists*, and as contributor to the *New Statesman*.

John and Mary (Atheneum, $4.50) is the unprepossessing if unforgettable title of his latest novel, the first to be published here. And I'm certainly looking forward to reading his earlier six.

Whatever else one may say about this book—that it is a novella, an experiment, or a tour de force—it is a genuine, bona fide, honest-to-grownups love story of rare intelligence, integrity, and acuity. And surely, set next to the current plethora of preposterous and sticky-relationship stories, such a cool, scrupulous, effectively modulated attempt to define the inception of an adult love affair must be wholeheartedly recommended. That one may argue with aspects of it in no way reduces its interest.

The technique is interior: the action is advanced alternately from two points of view—John's and Mary's. (He is thirty, she twenty-five—although by modern fiction standards both seem ten years older.) They have met at a party, left together, returned to his flat and slept together. The book begins on the following morning, and takes them through that critical day when they must go further together—or not. And if all their maneuvering seems a game, such moves and counter-moves, rational and intuitive, are always present—although seldom so minutely examined—when two people move beyond an incidental affair. And certainly they are here played with a refreshing sense of purpose and consequence.

John and Mary are remarkably well delineated, given that we know only little more, factually, about them than they know about each other. She, the more secure and with a bigger world built up outside, is more willing to take risks, to be open. He, finicky, tentative, extremely jealous of his initiative, is more emotionally virgin. Mary refers to John's high-story apartment, quiet as a tower—suggesting a kind of Sleeping Prince myth, and so hinting neatly but discreetly at that element of fantasy and romance necessary to explain their more than physical attraction to each other.

As I say, one can argue: that the urgency for Mary to remain that day is novelistic rather than real; that both of them, so elaborately cerebral, seem peculiarly touchy and tongue-tied; that —constructing disease from given symptoms—John's ambivalence, his prissiness, his overpossessiveness, far from being resolved at the end, have only begun to emerge. Yet so well is it all done that these two characters, having initiated the story with an action so potentially inconsequential and casual, earn more serious interest and respect than most characters in novels that pretend to far greater scope. —LOUISE ARMSTRONG.

The politics of Wagner, the personality of Beethoven

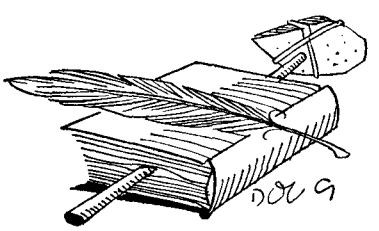
are but two of the fascinating themes in this sprightly collection of writings and broadcasts about 19th and 20th century music. Mr. Cooper is music critic for the London *Daily Telegraph*.

IDEAS & MUSIC

MARTIN COOPER

$6.50, now at your bookstore

CHILTON BOOK COMPANY



A Nation Blemished

Continued from page 63

[man] live as humanely, richly, and effectively as possible."

One can hardly object to either the diagnosis or the prescription, except to ask what the limits of possibility are, what likelihood there is that we can be persuaded to appreciate a permanent diet of spiritual uplift, and why we need stop short at this aristocratic reform of television, when there are other worlds (books, newspapers, films, painting, sculpture, education) to purify as well.

The problem is not that Professor Montagu errs in wishing that commercial television might be part of an influential and humanistic environment, but that his analysis of the problem is largely wistful and, what is worse, for the most part irrelevant. Elevated tastes have always endured the vulgar claims of the masses, and the popularity of the Fugs is not to be taken as a repudiation of Mozart. If television ever fell into the hands of the sort of right-minded people Professor Montagu wishes were in control of our cultural destiny, there is reason to believe that it would simply fail, as a large-scale commercial enterprise, and that the masses would return to bear-baiting and other merry pastimes of the pre-industrial past.

What is most astonishing about this book, and the opinions it offers, is the presumption that they are intended to be taken seriously. Does Professor Montagu believe that by dismissing Frank Lloyd Wright as a "snake oil salesman" and the Guggenheim Museum as "among the worst of all his uglinesses" he has settled the question once and for all? Or that his views on modern architecture carry the authority needed to shake generations of architecture students out of their willful self-deceptions?

Does he see nothing incongruous in his two-page complaint about American postage stamps, mail boxes, and postal service, followed shortly by the equally straight-faced insistence that "Had we supported the democratic elements in China instead of the reactionary Chiang Kai-shek, we should now have 600 million friends rather than 600 million enemies in China, and there would have been no Korean and no Vietnamese conflicts"? "When," Professor Ashley Montagu cries in despair, "will such follies cease?"

When indeed?

Answer to Wit Twister, page 55, nets, tens, sent, nest.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Friendly Persuasion

FRED W. FRIENDLY'S book *Due To Circumstances Beyond Our Control* (Random House) is an "occupational memoir" of the former CBS News president's sixteen years' employment in the house that Paley and Stanton built [see review, *SR* Books, Apr. 1]. The author, discussing broadcasting's future in his closing pages, writes, "What is needed is a dialogue and a literature concerned with the political, intellectual, and economic environment that allows commercial television to be a $2 billion industry while noncommercial television is forced to get by on less than $80,000,000 a year." It's a tall order but a good one, and, using Friendly's own yardstick to measure his book, this reader judges that he has made a useful contribution to such a dialogue and literature.

Drawing from his own exciting experiences he has documented the corporate nature of broadcasting—a theme touched upon by many scholars and a few novelists in books less calculated to reach a fairly wide, literate audience. His anecdotal evidence hammers home the lesson that broadcast stations and networks exist *solely* for profit-making; and that this objective invariably rules whenever it collides with the passions of journalists who hunger to inform, illuminate, and encourage the clash of critical ideas in the public consciousness. Friendly errs, I believe, in maintaining that broadcasting's captivity to the mercantile motive began in the early 1950s. He asserts that before then things were different.

Actually, the system was turned toward profit in the early 1920s, when radio's advertising potential was discovered. CBS, a late network starter, used "sustaining" radio programs, in education and the arts, as competitive thrusts against the more established NBC. World War II caught up all broadcasters in the adventure of national survival. After the war, the climate changed. The McCarthy era exacerbated the struggle between television newsmen and managements. The Senator from Wisconsin made it tougher for Edward R. Murrow, Friendly, and other broadcasters who resisted the corporate ethos and went down quickly.

It is in this context that *Due To Circumstances Beyond Our Control* records Friendly's sixteen-year odyssey at CBS. He watched Murrow fight and lose during the vivid days and nights of *See It Now*. He fought and slowly lost himself in the life of *CBS Reports*. He lasted only two years as CBS News president, during which time he pushed important news coverage over profits from rerun entertainment with such anti-corporate vigor that eventually he had to be shielded from CBS top brass by a buffer executive—an action that triggered his resignation in the dispute over the network's cancellation of live telecasting of part of the Senate Foreign Relations Committee's hearings on Vietnam.

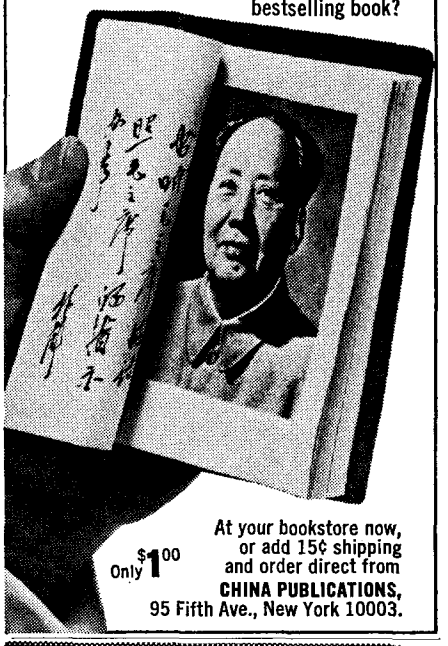
Friendly's judgment is still curiously marked by the "balanced" reporting philosophy of CBS News, the spiritual accountancy which scrupulously totes up the good as well as the bad. He gives "a very fair shake," as Ed Murrow would have said, to Paley and Stanton, stressing their cultured personal tastes and high social motivations, even while they are "forced" by circumstances beyond their control to make the corporate decisions which frustrated newsmen at CBS. He absolves them of all blame, directing it to the "system," to the "indifference and naïveté" of the public, and to the American tradition of laissez-faire in business enterprise. He castigates the FCC for its weakness; he maintains that the broadcasters are only doing what comes naturally in their reach for higher profits; and he gently passes the buck to Congress without knocking at its door. It is a soft ending, a soothing conclusion—the notion that impersonal, social forces determine the human situation.

Friendly once thought that a fourth, noncommercial network, proposed by Walter Lippmann, was a bad idea. The networks had "learned their lesson," he believed. Now he agrees that a noncommercial network is the best hope for American television. With McGeorge Bundy, he is working to bring to fruition the Ford Foundation's proposal for the financing of educational television by tying it to savings derived from the use of a domestic satellite in commercial network interconnection.

Having begun his dialogue in *Due To Circumstances Beyond Our Control*, he could continue it on the air when he finally gets around to actual programs. Is it truly beyond the control of the American political, intellectual, and economic environment to adjust the unequal balance between a $2 billion commercial television system and an $80,000,000 educational television operation? It would be a program that Ed Murrow would have relished.

—ROBERT LEWIS SHAYON.

DIRECT FROM PEKING
The *original* 'little red book'
QUOTATIONS FROM MAO TSE-TUNG
800,000,000 people — 1/5 of the world — live according to the tenets of this official handbook of the Red Guards. Shouldn't you know what's in the original, official English version of what has become the world's bestselling book?



Only $1.00
At your bookstore now, or add 15¢ shipping and order direct from
CHINA PUBLICATIONS,
95 Fifth Ave., New York 10003.

New from the
C. G. Jung Foundation
Psyche and Death
Archaic Myths and Modern Dreams in Analytical Psychology
by EDGAR HERZOG

The development of man's conscious and unconscious experiences of death, as reflected in the myths, legends, superstitions, religions and dreams of a wide variety of cultures, eastern and western. "A very readable and comprehensive presentation for the 'uninitiated' but interested layman."— *Kirkus Service*

Published by G. P. Putnam's Sons for the C. G. Jung Foundation

$6.50 from your bookseller, or mail this coupon now.

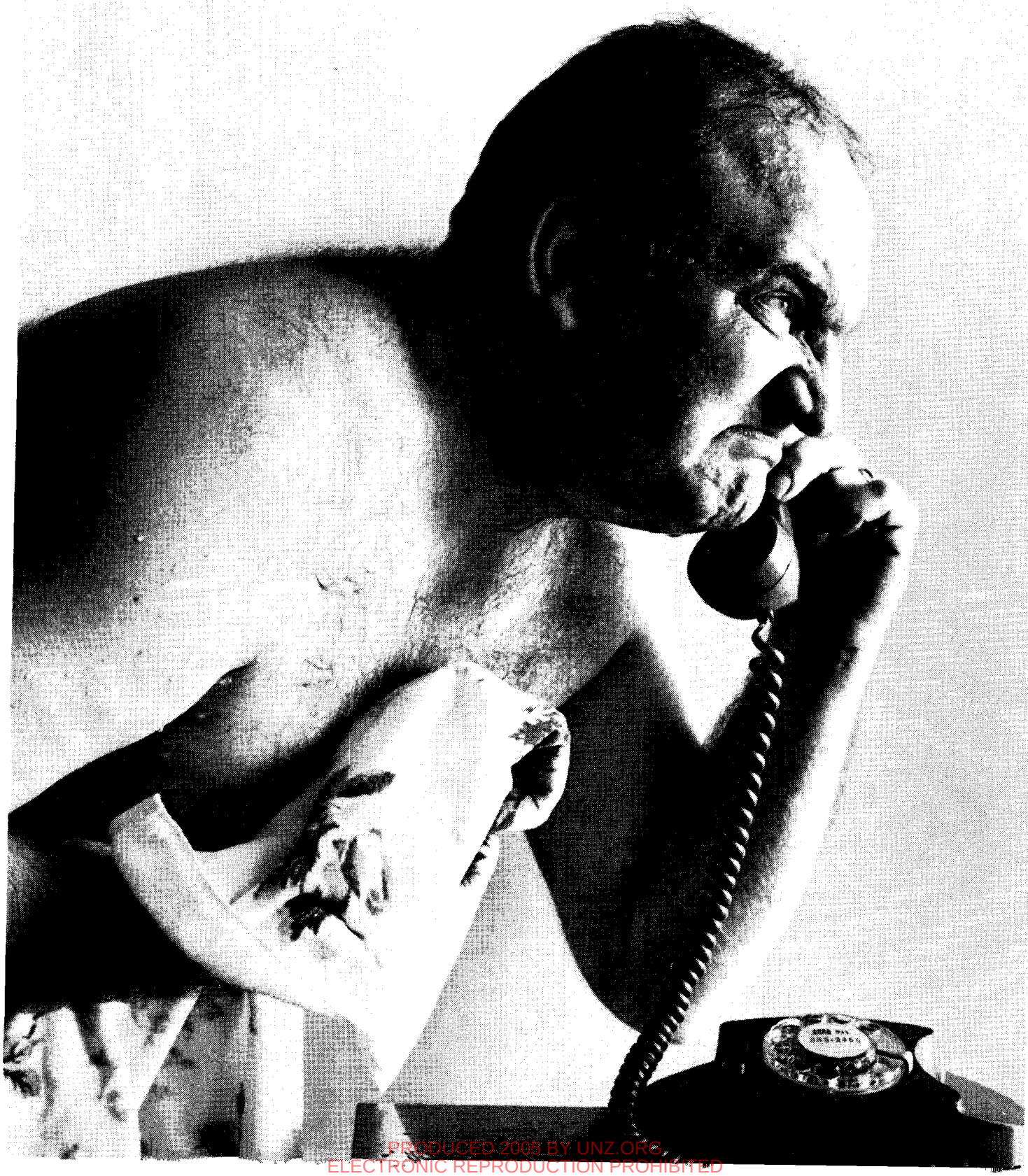
SR48
THE C. G. JUNG FOUNDATION
112 East 19th Street, New York, N. Y. 10003
Please send me PSYCHE AND DEATH by Edgar Herzog @ $6.50.
Name_____
Address_____
City_____
State_____ Zip_____
☐ **SAVE!** Enclose check or money order and we will pay postage. Otherwise, we will bill you, adding 30¢ mailing charge to the cost of the book. *(New York City residents: please add 5% sales tax.)*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

We pioneered in radio astronomy but bothered you with a wrong number

Sorry we don't have a good alibi, but we don't. Though machines do go haywire occasionally. And operators sometimes make mistakes. We don't make a lot of them. Still, even a few are a few too many. A wrong number, or a disconnected call, or a missed appointment, concern us just as much as our experiments in outer space. We may be the only phone company in town, but we try not to act like it.

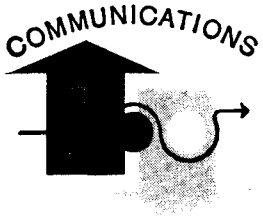
BELL SYSTEM AT&T and Associated Companies



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

COMMUNICATIONS

Communications Editor: RICHARD L. TOBIN



EDITORIAL
By Richard L. Tobin **73**

LETTERS TO THE COMMUNICATIONS EDITOR **74**

SR'S FIFTEENTH ANNUAL ADVERTISING AWARDS: TO UNDERSTAND OR NOT TO UNDERSTAND
By William D. Patterson **76**

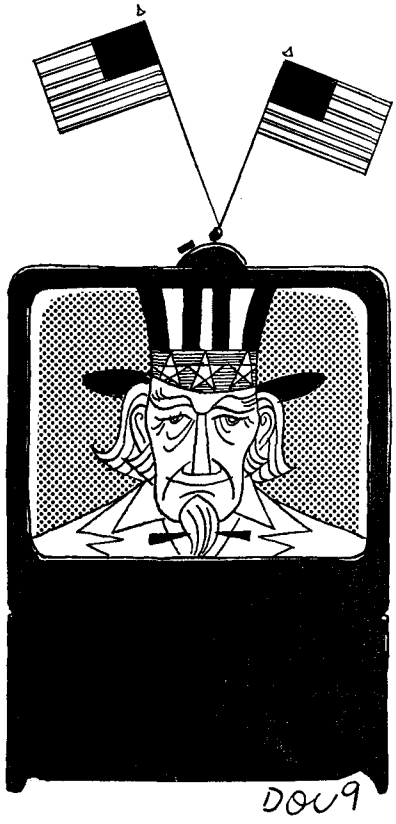
SIGMA DELTA CHI'S NEW LOOK
By John Tebbel **84**

WINNERS AT THE WHITE HOUSE
By Margaret R. Weiss **88**

WHAT DID THE SUPREME COURT SAY?
By Gilbert Cranberg **90**

PUBLIC RELATIONS: FOR THE BIRDS?
By L. L. L. Golden **93**

BOOKS IN COMMUNICATIONS: RESTON'S ARTILLERY
By Alfred Balk **94**



Closing the TV Quality Gap

THE CARNEGIE Commission on Educational Television recommended recently in a vital report that a network of noncommercial TV stations be set up as a means of satisfying a growing segment of the TV audience that has simply had enough mediocre mass programing and is gradually losing interest in a most exciting medium. The idea was picked up a few weeks ago by President Johnson, who urged Congress in a special message to set up a network of noncommercial TV stations to be called Public Television, a coast-to-coast TV chain offering quality television and no commercials, to be paid for initially by as much as $10,000,000 in federal tax money. If this dramatic change in electronics goes through, and there's every reason to believe it will, we will have suddenly decided in this country to close the quality gap that has been widening in television ever since it became a saturation medium.

The way Public Television would work is this: The noncommercial TV stations would be helped by public taxation, especially for the purposes of programing for viewers who have never been able to abide network commercial TV and whose disaffection is spreading. A recent Harris survey reports that among the most affluent quarter of the American population a majority of TV sets are not turned on at all during most evenings of the week and that the decrease in TV viewing among the affluent (people earning more than $10,000 a year and college-educated) continues unabated.

The Carnegie Commission's brainchild will have but one goal—quality television—whereas commercial television must by its very nature be a mass medium aimed at the middle and lower-middle tens of millions for whom most high quality TV is a colossal bore. Lee Loevinger, a member of the Federal Communications Commission, puts it this way: "The common man has every right to be common. A demand that popular entertainment conform to the taste standards of critical intellectuals is mere snobbishness. Television is a golden goose that lays scrambled eggs; and it is futile and probably fatal to beat it for not laying caviar. Anyway, more people like scrambled eggs than caviar."

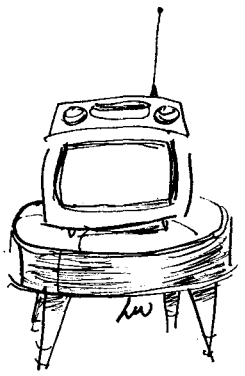
Most thinking people in commercial TV are all for Public Television because, first, it will take some of the pressure off their program departments to insert high quality cultural and public affairs programs into prime time; and, second, they would be delighted to bring back to the TV habit the better educated and higher income families now losing interest in the medium. Hubbell Robinson, Jr., one of the best known and most competent executives and producers in the history of television, said to us the other day that Public Television would "close the quality gap," and that's an excellent way of putting it.

Who are these millions whose interest in TV is waning? Well, besides being affluent and influential, college-educated and socially elite, they also include older people who have no young in their household, and businessmen who simply cannot abide situation comedies, soap operas, and the ever-present Western. The enormously rising popularity of live sports and old movies on TV among those with a college education (and, conversely,

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

a slide in TV viewing of mass entertainment programs) appears to be confirmed by Louis Harris's recent statistical surveys, as though we didn't know it instinctively, anyway. There are two distinct TV audiences—mass and select—and Public Television recognizes this for the first time.

Mass television will, so long as it is supported by mass advertising, of necessity cater to mass taste, and everyone from Madison Avenue to the FCC Building knows it. Educational TV has never blossomed as it should, even with ultra-high frequency channel availabilities. Though it remains to be seen what Public Television does with its time and programing, the mere fact of its having no commercials will probably shock and perhaps alter network TV and those who create and disseminate it because it will be forced to compete with a noncommercial network that is publicly financed



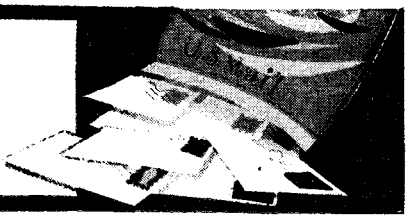
and, if we're lucky, professionally produced.

The Carnegie Commission Report is a milestone in the history of American communications. Members of the Commission are entitled to the thanks and plaudits of Americans who have been waiting for more options than commercial TV has so far provided. However, two weaknesses in the Report, and in the legislation designed to carry out the central recommendations of the Report, call for scrutiny and correction. One weakness is that not enough emphasis has been given to the need for safeguards against possible political pressure. The Corporation for Public Television that will administer the tax funds will be largely appointive by the President.

A second possible weakness of the Report and the corresponding proposed legislation is that not enough recognition is given to the central function in noncommercial television already being performed by National Educational Television. One of the chief achievements of the Ford Foundation has been NET, which has played a key role both in establishing more than 100 noncommercial television stations across the country and in supplying the local stations with

(*Continued on page* 92)

Letters to the Communications Editor



Sacrifice Flies and RBIs

I NOTICE in the February 11 issue of *SR* that R.L.T. and I share a common hobby: scoring baseball games. I developed this art or craft as a boy, forgot baseball entirely during eighteen years of sojourning in foreign parts and returned to it enthusiastically since I have been living here. I have a pile of scrapbooks full of scores of Boston Red Sox games I have seen and of World Series games scored from radio, all for no purpose except my own enjoyment.

About your proposed changes of scoring rules, I have misgivings about allowing an RBI after a double play and disallowing the credit for a sacrifice fly. The first situation might arise with none out and the bases full; and I know nothing more disheartening than a double play against your favored team, even if a run scores. One feels the batter would have done better to strike out. As for the sacrifice fly, a hard-swinging pinch hitter is often sent up in a close game with just this possibility in mind; if he hits a home run, of course, all the better.

But I think you are right about present scoring rules for determining the winning pitcher. When, as usually happens, several pitchers are used, perhaps it would be best to leave the decision as to the winner to the scorer's judgment.

WILLIAM HENRY CHAMBERLIN.
Cambridge, Mass.

EDITOR'S NOTE: *Speaking of baseball scoring, Bill Bryson, writing in the Des Moines, Iowa, Tribune, recently bro ght us up short on the number of intentional bases on balls pitchers deliver in the major leagues. Our estimate in the February 11 Communications editorial was, apparently, well above reality. Mr. Bryson reports as follows: "Of the seventy-seven walks dealt by Koufax (last season) in forty-one starts, four were premeditated. Marichal, in thirty-seven games, issued thirty-five passes—just three with prudence aforethought. . . . Of the thirty most successful pitchers in both major leagues, only two totaled more than ten intentional walks. Claude Osteen of the Dodgers handed out thirteen and Joel Horlen of the White Sox eleven . . . Osteen's strategic generosity was high in the National League. Only three relief pitchers topped Horlen in the American: Ken Sanders of the Athletics, sixteen; Casey Cox of the Senators, fifteen; and Bob Locker of the White Sox, thirteen."*

We stand corrected, though we still think, as Dan Daniel, one of the greatest of baseball writers, wrote in this column March 11, that the general public should be in on the leagues' official statistics of intentionally passed batsmen and that these facts ought not be consigned to the dark dungeon of the league files. R.L.T.

The Telecaster's Good Night

TELEVISION PEOPLE have solved all kinds of intricate technical problems to create illusions of startling brilliance. A simple problem in television logistics, however, remains unsolved.

I refer to the time interval starting when a telecaster says good night and ending when he is mercifully taken off camera. This interval, lasting perhaps ten seconds as measured by a clock, produces such obvious agony in the newscasters that it must seem many times as long to them. All of them start this period by shuffling or straightening up their papers. That isn't bad because it strikes the viewer as being a normal, perhaps even a necessary procedure. (The fact that the sheets are immediately discarded thereafter is irrelevant.) But that takes only three or four seconds or, even if the man acts like a butterfingers, he can stretch the process to no more than six and one-half seconds. Now individual ingenuity begins. Some pull out pens or pencils and pretend to write; one has tried using a phone for an imaginary conversation; mostly they continue to look through their papers as if searching for an overlooked hot news item.

No matter which of the techniques is used, the viewer, for his part, is uncomfortable because he is witness to another man's discomfort, and the telecasters who have nothing to do and are unable to speak are truly in limbo, if not in hell.

One solution thus far overlooked by the television moguls, is simply to have the cameras focus on something else—anything else—even the sponsor's commercial. Another solution is to give the men something useful to do. For example, they could hold up signs showing the current temperature, Dow Jones average, or national debt. They could start rolling bandages for the Red Cross, or even get up and walk out, possibly forever. But, no matter what, they shouldn't be made to sit there and wait an eternity for the red light to go off.

PHILIP M. KAPLAN.
Jamaica, N.Y.

Enclose Stamped Envelope

WE WERE PLEASED to be suddenly inundated with very many requests for our membership list as a result of the article "Book Collecting, Anyone?" by John T. Winterich [*SR*, March 11]. However, while the list is free as stated, we do request a stamped self-addressed envelope. We get many requests from other sources and really find this necessary.

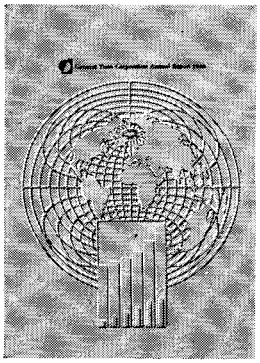
ANNE SPIEGLER,
Executive Secretary,
Antiquarian Booksellers Association of America, Inc.
New York, N.Y.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The General Time story:

Net income up 588% in 6 years.

This report gives you the facts behind the figures.



6-YEAR GROWTH

	NET SALES	NET INCOME	NET INCOME PER SHARE
1966	$110,880,114	$3,253,703	$1.57
1965	91,624,248	2,481,374	1.20
1964	79,903,675	1,855,755	.90
1963	73,594,548	1,414,851	.69
1962	69,171,131	1,088,154	.53
1961	65,599,666	472,885	.23

In 1966, General Time sales passed $100 million for the first time. It was a 21 per cent gain over 1965. And our sixth record year in a row.

Earnings were up, too. By 31 per cent. Again, the sixth increase in as many years.

We tell about this steady growth in our 1966 Annual Report. How far we've come, and why, and where we're going next. It's all there and you're welcome to a copy.

But, in brief:

1966 was a year all domestic divisions of General Time reported increased sales.

A year the world's leading producer of timepieces brought out 128 new clocks. Transistorized, battery-powered, cordless clocks. Grandfather clocks. Clocks with a sonic alarm a person hears best when asleep. It was the best year for clocks in our history.

It was a year we ranked as one of the Defense Department's 100 largest contractors . . . were commended for our work on the timing system for NASA's Project Scanner . . . produced the central timing system for the Apollo command module, which performed successfully in two sub-orbital missions . . . broadened our markets for timing and motion control products used in automated processes.

Where does that leave us, now that we've finished another record year? Ready for more success in 1967.

Write Dept. S, General Time, High Ridge Park, Stamford, Conn. 06905, for the whole story in our 1966 report.

GENERAL TIME
Progress in the World of Time
Big Ben Baby Ben Seth Thomas Incremag Haydon Time-Mist Magnatrol Westclox

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

TO UNDERSTAND OR NOT TO UNDERSTAND

By WILLIAM D. PATTERSON

IN THESE CYBERNETIC days of the information explosion and the communications revolution, when the medium has become the message, a paradoxical gap in public understanding threatens to grow wider and deeper.

This gap is not confined to world affairs, the new technology, national politics, or Vietnam. It also relates, and critically so, to American business, higher education, the new generation, and the $16-billion-dollar-a-year advertising profession.

As the issues confronting our society become more complex the news concerning them often seems to become simpler, shorter, and shallower, with major emphasis on the techniques of the medium rather than the contents of the message. Means today often appear to be considered more important than meaning.

When Thoreau was advised beside his tranquil pond in Walden that ingenious nineteenth-century America had performed another marvel, that New York was actually connected to Texas by telegraph, his response was, "But what does New York have to say to Texas?" Thoreau was prophetically saying to latter-twentieth-century America that the message is really the medium, that the message is the thing.

THIS visible paradox of the understanding gap in an age of accelerating and expanding communications is dangerous, if not deadly. This gap has one dimension which many U.S. business leaders and advertising professionals are very conscious of: What other people don't know about you can hurt you, but what they don't understand about you can destroy you, whether you are a giant corporation, a powerful public utility, or a struggling young enterprise.

Profits alone can no longer guarantee survival in a modern economic democracy, even when our Gross National Product soars, as it did last year, to $740 billion, an achievement that President Johnson described as the "economic miracle of America." Nor is it enough for business to discharge what the former chairman of the board of American Telephone & Telegraph, Frederick R. Kappel, defined as its No. 1 responsibility: "Our job in industry is to produce increasing public value — that is, an increasing abundance of commodities, structures, systems, and services that minister to human needs and support human aspirations."

It is not enough because of what Henry H. Hunter, a vice president of the Olin Mathieson Chemical Corporation, has described as a "deceptively simple proposition." This proposition, according to Hunter, is "that in this complex democratic land the survival and success of a business enterprise is dependent upon public opinion."

In our economic democracy the survival as well as the prosperity of an industry or a corporation depends on basic public approval not only of its products but of its performance as a socially responsible institution. The marketplace is no longer the sole criterion or guarantor of success. There is also the forum of public opinion where a business is judged on its role as a good citizen.

THE recognition of this need for business in the United States to engage in a philosophic dialogue with the citizen-consumers of our economic democracy has been appraised by public opinion analyst Elmo Roper as "perhaps the most significant corporate story of the century."

This need is as great if not greater than it was even fifteen years ago when *Saturday Review* first became actively interested in this phenomenon. It was our serious concern for the constructive impact of "idea" advertising on the American public that led *SR* fifteen years ago to establish its annual awards for distinguished advertising in the public interest.

Much has been achieved since then, as this year's fifteenth annual awards eloquently demonstrate. But much remains to be done if the perilous public understanding gap where business is con-

1967 Awards Committee

Robert Anderson, *Vice President and General Manager, Chrysler-Plymouth Division of Chrysler Corporation*
Ernest C. Arbuckle, *Dean, Graduate School of Business, Stanford University*
Frederick E. Baker, *President, Frederick E. Baker Advertising, Inc.*
Sidney R. Bernstein, *Publisher, Advertising Age*
Edward L. Bond, Jr., *President, Young & Rubicam, Inc.*
David Botsford, Jr., *Chairman of the Board, Botsford, Constantine & McCarty, Inc.*
Stanford Calderwood, *Vice President, Polaroid Corporation*
Norman E. Cash, *President, Television Bureau of Advertising, Inc.*
David J. Curtin, *Vice President, Corporate Communications, Xerox Corporation*
John R. Everett, *President, New School for Social Research*
Alvin C. Eurich, *President, Aspen Institute for Humanistic Studies*
Kermit O. Hanson, *Dean, Graduate School of Business Administration, University of Washington*
James R. Heekin, Jr., *President, Ogilvy & Mather, Inc.*
Joseph Kaselow, *Advertising News Columnist, World Journal Tribune, Inc.*
Robert P. Keim, *President, The Advertising Council, Inc.*
George Lazarus, *Advertising News Columnist, Chicago Daily News*
Sam N. Mercer, *Vice President, Passenger Traffic, American President Lines, Ltd.*
A. Edward Miller, *President, Alfred Politz Research, Inc.*
John J. Morrissey, Jr., *Director, Advertising and Sales Promotion, Ford Motor Company*
Douglas Mueller, *Director, Public Relations and Advertising, Borg-Warner Corporation*
Elmo Roper, *Senior Consultant, Roper Research Associates, Inc.*
Walter W. Straley, *Vice President, Public Relations, American Telephone and Telegraph Company*
Herbert D. Strauss, *President, Grey Advertising, Inc.*
Edward B. Weiss, *Vice President and Director, Special Merchandising Service, Doyle Dane Bernbach, Inc.*
Willis J. Winn, *Dean, Wharton School of Finance and Commerce*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

cerned continues to prevail in so many thoughtful quarters.

U.S. business spends well over $250 million a year on corporate advertising. It is the engine of our national abundance. It now is gearing up to provide employment for 87,000,000 people who will help produce a GNP of $1.2 trillion for a population of 219 million people in 1975, when 42 per cent of all U.S. families will have incomes over $10,000—an absolutely unprecedented standard of living in the history of nations, according to former Secretary of Commerce John T. Connor.

Yet business still has a formidable communications task facing it.

A survey commissioned by *Newsweek* in cooperation with the National Industrial Conference Board revealed that more than half of a random sample of 2,000 respondents believed that business cared little for the individual. They also approved of the way government is regulating business. Only 31 per cent of college students interviewed were seriously considering a career in business—and only 12 per cent made it their first choice. Seventy-nine per cent preferred a profession or teaching to the "dull rut" of business. Among U.S. citizens earning over $10,000 a year, businessmen are now outnumbered by the professional and creative class, a group which is more critical of business, the *Newsweek* survey found, than the general public.

Some observers disagree about the significance of these findings [see PUBLIC RELATIONS, page 93], but prominent executives are troubled. In one discussion of the problem, Thomas J. Watson, Jr., chairman of the board of International Business Machines Corporation, a $20.7-billion world-wide enterprise, expressed his concern in these words:

"It is puzzling to me that so many able young men and women on our college campuses do not understand that American business today offers them a platform for power, performance, public service in the national interest, and for pride of personal achievement that they can find hardly anywhere else, even in the highest echelons of government. I admire their interest in teaching, in the professions, in government service, but I deplore their inability to understand what business does and what business offers them in personal fulfillment at the very summit of their powers."

IT is this very gap in understanding or empathy among the young educated, among the professionals, among the thoughtful, socially active citizenry, among government officials, and among educators that many of this year's award-winners should help to bridge.

These fifteenth annual *SR* awards were decided upon by a committee of twenty-five judges, consisting of eminent educators, public opinion analysts, publishers, researchers, advertising and public relations executives, and journalists. Their willingness to serve on this committee is persuasive evidence of the serious, constructive impact of corporate advertising on public attitudes and of the significant role of such advertising in the U.S. communications system.

Out of 200 public interest campaigns that appear among the impressive variety of corporate advertising in general magazines week after week in the United States, the field this year was screened with difficulty down to 106 finalists. From these finalists the judges eventually selected twenty-three campaigns to be cited for distinguished achievement in bridging the perilous understanding gap. In addition, public service campaigns of the American Cancer Society, of Citizens for Clean Air, Inc., and of the Advertising Council, the nonprofit, public-service arm of the business and advertising communities, were cited for superior contributions to the public interest. The remarkable public service program of the Advertising Council celebrated its 25th anniversary last year. In a quarter century the Council has inspired more than a billion dollars' worth of voluntary contributions of advertising services, talent, and media outlets to urgent national causes in the public interest.

Because of the very close voting of

Fifteenth Annual *SR* Awards: Following in alphabetical order are the names of the twenty-three campaigns that won *Saturday Review*'s Fifteenth Annual Awards for distinguished advertising in the public interest, along with the names of the agencies that prepared the winning advertisements:

Company	Agency
American Can Company	*Warwick & Legler, Inc.*
American Telephone & Telegraph Company	*N. W. Ayer & Son, Inc.*
Bethlehem Steel Company	*Hazard Advertising Company, Inc.*
Better Vision Institute	*Doyle Dane Bernbach, Inc.*
Commonwealth of Pennsylvania	*Lewis & Gilman, Inc.*
Commonwealth of Puerto Rico	*Ogilvy & Mather, Inc.*
Douglas Aircraft Company, Inc.	*J. Walter Thompson Company*
General Electric Company	*Batten, Barton, Durstine & Osborn, Inc.*
The B. F. Goodrich Company	*The Griswold-Eshleman Company*
International Business Machines Corp.	*Ogilvy & Mather, Inc.*
International Paper Company	*Ogilvy & Mather, Inc.*
McGraw-Hill, Inc.	*Slesar & Kanzer, Inc.*
Metropolitan Life Insurance Company	*Young & Rubicam, Inc.*
New York Life Insurance Company (Better Future Campaign)	*Compton Advertising, Inc.*
Newsweek	*Richard Kerr*
Olin Mathieson Chemical Corporation	*Doyle Dane Bernbach, Inc.*
Parke-Davis	*Young & Rubicam, Inc.*
St. Joseph's College	*J. Walter Thompson Company*
St. Regis Paper Company	*Cunningham & Walsh, Inc.*
Seagram Distillers Company	*Warwick & Legler, Inc.*
Sears, Roebuck & Company	*Ogilvy & Mather, Inc.*
Union Carbide Corporation	*Young & Rubicam, Inc.*
Weyerhaeuser Company	*Cole & Weber, Inc.*

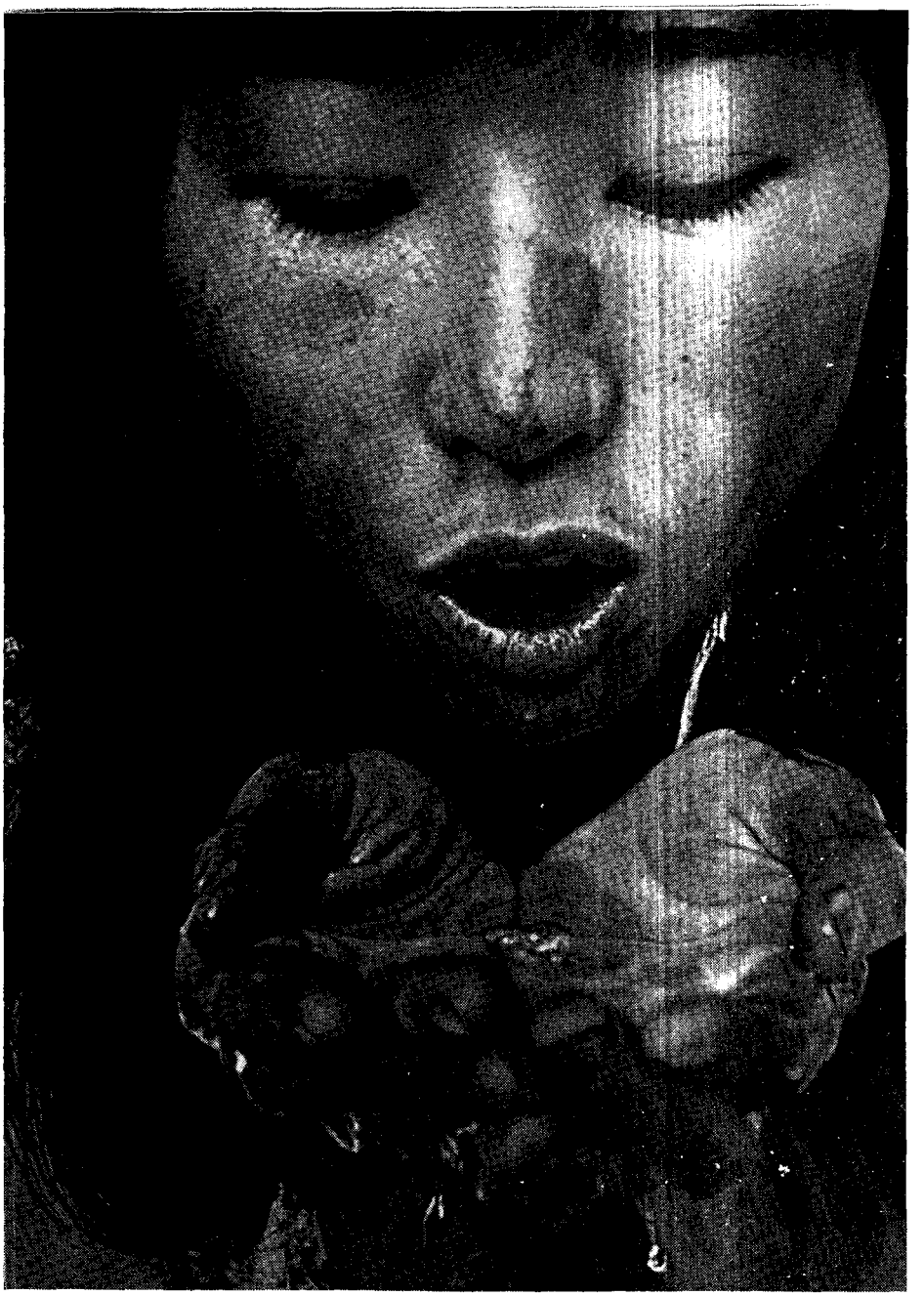
Special Mention

The Advertising Council:	
Come to the U.N.	*Papert, Koenig, Lois, Inc.*
Mental Retardation	*Young & Rubicam, Inc.*
Religion in American Life	*J. Walter Thompson Company*
The American Cancer Society: Public Education Series	*Ketchum, MacLeod & Grove, Inc.*
Citizens for Clean Air, Inc. Citizens for Clean Air	*Carl Ally, Inc.*

Because of the closeness of voting in the Committee of Judges, ten runners-up for awards are also listed here in alphabetical order:

Company	Agency
Caterpillar Tractor Company	*N. W. Ayer & Son, Inc.*
Container Corporation of America	*N. W. Ayer & Son, Inc.*
Ford Motor Company	*Kenyon & Eckhardt, Inc.*
Freedoms Foundation	*Fuller & Smith & Ross, Inc.*
General Dynamics Corporation	*Ogilvy & Mather, Inc.*
New York Life Insurance Company (Money Management-Charity-Campaign)	*Compton Advertising, Inc.*
Radio Corporation of America	*J. Walter Thompson Company*
Republic Steel Corporation	*Meldrum & Fewsmith, Inc.*
Sierra Club	*Freeman & Gossage, Inc.*
Sinclair Oil Corporation	*Geyer, Morey, Ballard, Inc.*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Top Ad of the Year: Reproduced here is a dramatic example of the campaign which *SR*'s Fifteenth Annual Advertising Awards Committee named as the outstanding public interest advertising of the year. The advertisement is from Olin Mathieson Chemical Corporation's notable campaign on major world problems and the work Olin is doing with chemicals, metals, pharmaceuticals, and other corporate resources to help solve them. This advertisement from the No. 1 campaign of the year is concerned with the war against contaminated water in Vietnam and Southeast Asia which has been killing thousands of people there year after year for more than 2,000 years. In this case special Olin chlorine products are not only protecting U.S. troops in Vietnam from dangerous jungle water but also helping to purify village water in that vital corner of the globe.

the judges in considering these campaigns, there were ten runners-up separated only by a single vote.

In recognition of the power and influence of television in the national communications complex, the judges also cited six programs which they thought had served the public interest well in both content and execution. There were three runners-up in the television category.

The voting was very close this year. The seven campaigns that received the most votes are listed here in the order in which the judges rated them. It should be noted that two campaigns tied for second place and two tied for fourth place.

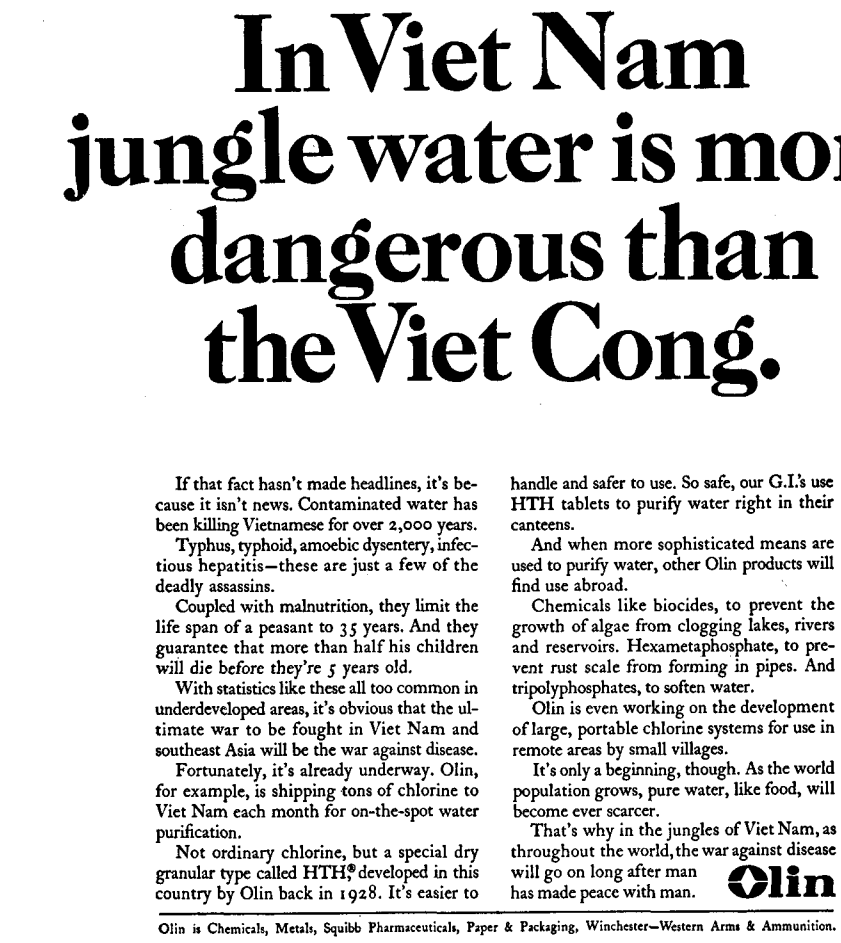
1) Olin Mathieson Chemical Corporation.
2) St. Regis Paper Company; Metropolitan Life Insurance Company.
4) Seagram Distillers Company; Better Vision Institute.
6) Sears, Roebuck & Company.
7) American Telephone & Telegraph Company.

Details of the various awards are given in the boxes on these and the adjoining pages. Several of the winning advertisements are reproduced. They all deserve and will reward study.

The criteria for evaluating the various campaigns, as set forth on the ballot used by the judges, follow:

> As a number of the judges in the past have raised thoughtful questions, or made constructive suggestions, about the criteria to be used in judging these campaigns, some definitions and criteria are hereby offered on this ballot for the guidance of the judges in your appraisal of these campaigns. The purpose is to help provide a greater consensus of judgment, even though it should be recognized that many judgments of something as complex and subtle as modern advertising must be subjective as well as objective. That is why the following bench marks are offered only for guidance, not as fixed rules.
>
> Definitions: The following campaigns all lie within the broad definition of public interest advertising because they provide information about a company, an industry, or some aspect of life or thought in the United States which it is useful for the public to know or be made freshly aware of.
>
> Within the broad, general framework of this definition, there are three more specific categories of public interest advertising. They are: 1) corporate advertising, which explains the continuing research, the engineering, or management efforts a company makes to improve its product or services; 2) public relations advertising, through which a company or industry discusses the problems, policies, social philosophy, or economic goals of the company or industry, or illuminates some aspect of the American scene or background, or discusses the basic principles of American enterprise in a way to shed light for the reader on the economy or society in which he lives; and 3) public service, which is advertising designed to promote voluntary individual actions to solve national problems, usually problems which have been certified by the Advertising Council, such as supporting our servicemen, better schools, traffic safety, religion in American life, the buying of U.S. savings bonds, and other worthwhile causes.
>
> The dividing line between these

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED


In Viet Nam jungle water is more dangerous than the Viet Cong.
If that fact hasn't made headlines, it's because it isn't news. Contaminated water has been killing Vietnamese for over 2,000 years.
Typhus, typhoid, amoebic dysentery, infectious hepatitis—these are just a few of the deadly assassins.
Coupled with malnutrition, they limit the life span of a peasant to 35 years. And they guarantee that more than half his children will die before they're 5 years old.
With statistics like these all too common in underdeveloped areas, it's obvious that the ultimate war to be fought in Viet Nam and southeast Asia will be the war against disease.
Fortunately, it's already underway. Olin, for example, is shipping tons of chlorine to Viet Nam each month for on-the-spot water purification.
Not ordinary chlorine, but a special dry granular type called HTH,® developed in this country by Olin back in 1928. It's easier to handle and safer to use. So safe, our G.I.'s use HTH tablets to purify water right in their canteens.
And when more sophisticated means are used to purify water, other Olin products will find use abroad.
Chemicals like biocides, to prevent the growth of algae from clogging lakes, rivers and reservoirs. Hexametaphosphate, to prevent rust scale from forming in pipes. And tripolyphosphates, to soften water.
Olin is even working on the development of large, portable chlorine systems for use in remote areas by small villages.
It's only a beginning, though. As the world population grows, pure water, like food, will become ever scarcer.
That's why in the jungles of Viet Nam, as throughout the world, the war against disease will go on long after man has made peace with man.
Olin
Olin is Chemicals, Metals, Squibb Pharmaceuticals, Paper & Packaging, Winchester—Western Arms & Ammunition.

sign; 4) Over-all originality: taste, freshness, and imaginativeness of conception, execution, and creative vision within the strict bounds of honesty of presentation.

In something as complex and often debatable as modern advertising, as the ballot itself noted, *SR*'s judges recognized that the above criteria were more bench marks than rigid rules for judgment. They also acknowledged that individual judgments would in many cases necessarily be subjective reactions as well as genuinely objective opinions.

In general the winning campaigns embody *SR*'s conviction that business cannot ultimately prosper in America without the approval of responsible, informed public opinion. The winning campaigns, by and large, have been effective because they have recognized and served, openly and legitimately, the proper private interest of the corporation along with the larger public interest of the nation. They have dramatized and celebrated the mutual purpose that binds the best interest of private enterprise to the best interest of our economic democracy and the American people.

It is somewhere in the transmission of this truth that the medium and the message must somehow close the contemporary understanding gap. For the message is clear in the great majority of the prize-winning campaigns regardless of the medium, whether in Gutenberg print or Mod electronics.

The No. 1 ad among the award-winners personifies a felicitous blend between the private interest of Olin and the public interest of the nation. Both our military and pacification programs in Vietnam obviously need a dependable supply of pure water under the most arduous conditions of combat and primitive village life. Such a water supply is also essential to the basic progress of

categories, while significant, is quite thin, and often elusive of precise definition. Some campaigns may conceivably fall into two or even three of these categories. At other times the category of the campaign is quite clear.

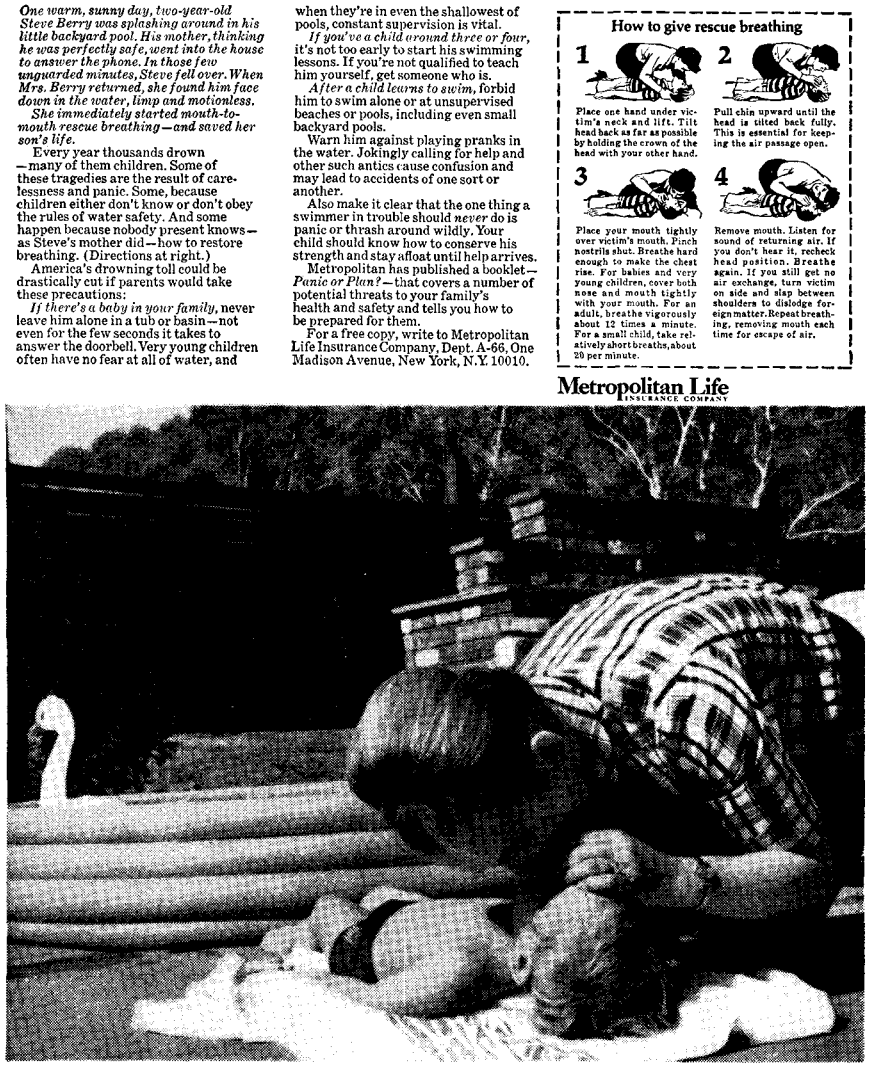
Criteria: The following factors should be considered in evaluating the effectiveness of the campaign as a form of idea communication in the public interest: 1) Theme: the extent to which it enlarged the reader's knowledge of our American social, cultural, or economic institutions, traditions, or problems. (The judges may or may not agree with the point of view of the theme, but may agree that it is useful to have the point of view stated); 2) Text: especially style, readability, impact, objectivity, clarity, precision, and pointedness; 3) Layout: typography, artwork, and general de-

FIFTEEN-YEAR HONOR ROLL

Top award-winning campaigns during the past fifteen years:

YEAR	COMPANY	AGENCY
1953	John Hancock Mutual Life Insurance Co.	*McCann-Erickson, Inc.*
1954	Metropolitan Life Insurance Co.	*Young & Rubicam, Inc.*
1955	Metropolitan Life Insurance Co.	*Young & Rubicam, Inc.*
1956	Caterpillar Tractor Co.	*N. W. Ayer & Son, Inc.*
1957	Weyerhaeuser Co.	*Cole & Weber, Inc.*
1958	E. R. Squibb & Sons	*Cunningham & Walsh, Inc.*
1959	Weyerhaeuser Co.	*Cole & Weber, Inc.*
1960	Container Corporation of America	*N. W. Ayer & Son, Inc.*
1961	International Paper Co.	*Ogilvy & Mather, Inc.*
	New York Life Insurance Co.	*Compton Advertising, Inc.*
1962	International Paper Co.	*Ogilvy & Mather, Inc.*
	Weyerhaeuser Co.	*Cole & Weber, Inc.*
1963	New York Life Insurance Co.	*Compton Advertising, Inc.*
1964	Metropolitan Life Insurance Co.	*Young & Rubicam, Inc.*
1965	International Paper Co.	*Ogilvy & Mather, Inc.*
1966	International Paper Co.	*Ogilvy & Mather, Inc.*
	Shell Oil Co. (Public Service)	*Ogilvy & Mather, Inc.*
1967	Olin Mathieson Chemical Corp.	*Doyle Dane Bernbach, Inc.*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Drowning...how can you save a child like Steve Berry?

One warm, sunny day, two-year-old Steve Berry was splashing around in his little backyard pool. His mother, thinking he was perfectly safe, went into the house to answer the phone. In those few unguarded minutes, Steve fell over. When Mrs. Berry returned, she found him face down in the water, limp and motionless.

She immediately started mouth-to-mouth rescue breathing—and saved her son's life.

Every year thousands drown—many of them children. Some of these tragedies are the result of carelessness and panic. Some, because children either don't know or don't obey the rules of water safety. And some happen because nobody present knows—as Steve's mother did—how to restore breathing. (Directions at right.)

America's drowning toll could be drastically cut if parents would take these precautions:

If there's a baby in your family, never leave him alone in a tub or basin—not even for the few seconds it takes to answer the doorbell. Very young children often have no fear at all of water, and when they're in even the shallowest of pools, constant supervision is vital.

If you've a child around three or four, it's not too early to start his swimming lessons. If you're not qualified to teach him yourself, get someone who is.

After a child learns to swim, forbid him to swim alone or at unsupervised beaches or pools, including even small backyard pools.

Warn him against playing pranks in the water. Jokingly calling for help and other such antics cause confusion and may lead to accidents of one sort or another.

Also make it clear that the one thing a swimmer in trouble should *never* do is panic or thrash around wildly. Your child should know how to conserve his strength and stay afloat until help arrives.

Metropolitan has published a booklet—*Panic or Plan?*—that covers a number of potential threats to your family's health and safety and tells you how to be prepared for them.

For a free copy, write to Metropolitan Life Insurance Company, Dept. A-66, One Madison Avenue, New York, N.Y. 10010.

How to give rescue breathing

1. Place one hand under victim's neck and lift. Tilt head back as far as possible by holding the crown of the head with your other hand.
2. Pull chin upward until the head is tilted back fully. This is essential for keeping the air passage open.
3. Place your mouth tightly over victim's mouth. Pinch nostrils shut. Breathe hard enough to make the chest rise. For babies and very young children, cover both nose and mouth tightly with your mouth. For an adult, breathe vigorously about 12 times a minute. For a small child, take relatively short breaths, about 20 per minute.
4. Remove mouth. Listen for sound of returning air. If you don't hear it, recheck head position. Breathe again. If you still get no air exchange, turn victim on side and slap between shoulders to dislodge foreign matter. Repeat breathing, removing mouth each time for escape of air.

Metropolitan Life
INSURANCE COMPANY

Leading Public Service Ad: Metropolitan Life Insurance Company's celebrated campaign on public health and safety that has served the public interest for years was named this year's leading public service campaign by *SR*'s judges. This advertisement was addressed to the loss of thousands of lives—about 7,000 last year—through drowning. It outlines basic precautions for babies, children, and adults around water, warns against panic and carelessness, and teaches the effective new technique of mouth-to-mouth resuscitation.

Public Service Campaigns: In the balloting for the over-all awards for public interest advertising, the judges also voted for the various campaigns in three special categories to add precision to their votes. This box lists in alphabetical order the winners in the public service category. In two boxes on the following pages winners are also listed in the other two special categories, public relations and corporate.

Company	Agency
American Telephone & Telegraph Company	*N. W. Ayer & Son, Inc.*
Better Vision Institute	*Doyle Dane Bernbach, Inc.*
Commonwealth of Pennsylvania	*Lewis & Gilman, Inc.*
Freedoms Foundation	*Fuller & Smith & Ross, Inc.*
International Paper Company	*Ogilvy & Mather, Inc.*
Metropolitan Life Insurance Company	*Young & Rubicam, Inc.*
New York Life Insurance Company (Better Future Campaign)	*Compton Advertising, Inc.*
New York Life Insurance Company (Money Management-Charity-Campaign)	*Compton Advertising, Inc.*
Sierra Club	*Freeman & Gossage, Inc.*
Sinclair Oil Corporation	*Geyer, Morey, Ballard, Inc.*

most of Southeast Asia, where contaminated water incapacitates or kills thousands of persons, young and old, every year.

Olin has addressed its technical resources, skills, and imagination to the solution of this problem and in its outstanding advertisement describes the problem and the solution in dramatic, graphic terms. Other human problems, such as the growing world shortage of food, are considered in the Olin campaign and solutions are offered along the lines of the traditional American philosophy that it is better to teach a hungry man how to grow food than simply to give him food, for then he will become well fed and independent on his own.

The splendidly executed campaign of the St. Regis Paper Company has concerned itself with telling in colorful detail about trees, forests, lumbering, forest management, reforestation, etc., so that the public can understand how skilled management of our great woodlands is assuring the United States of a permanent source of lumber and paper despite an average annual increase in demand of about 4 per cent.

A vital lesson in safety around water and in help for a drowning person is given in the example from the public health campaign of the Metropolitan Life Insurance Company. This campaign has been justly celebrated for many years for its health guidance for tens of millions of citizens. Metropolitan obviously has a proper interest in the health, safety, and longevity of its policyholders, but it is an interest that the public in general shares with this leading insurance company.

A problem peculiar to the current era of social and civil strife is dealt with in the advertisement of American Telephone & Telegraph Company which the judges cited—the problem of obscene, harassing, or threatening phone calls. The Bell System explains how to cope with such calls and offers its help through special facilities for tracking down such dangerous pests if they persist in molesting a household.

The problem of teen-age drinking was one of several dealt with frankly and constructively in the moderation series of the Seagram Distillers Company. The advertiser recognized that common sense, maturity, moderation, and a sense of responsibility are required for the enjoyment of alcoholic beverages. The purpose of the prize-winning advertisement was to help the parent deal wisely with the question, "When can I start to drink, Dad?" For better or worse, that question gets asked at some time in the majority of U.S. homes, and Seagram recognizes its own stake in a mature and reasoned answer.

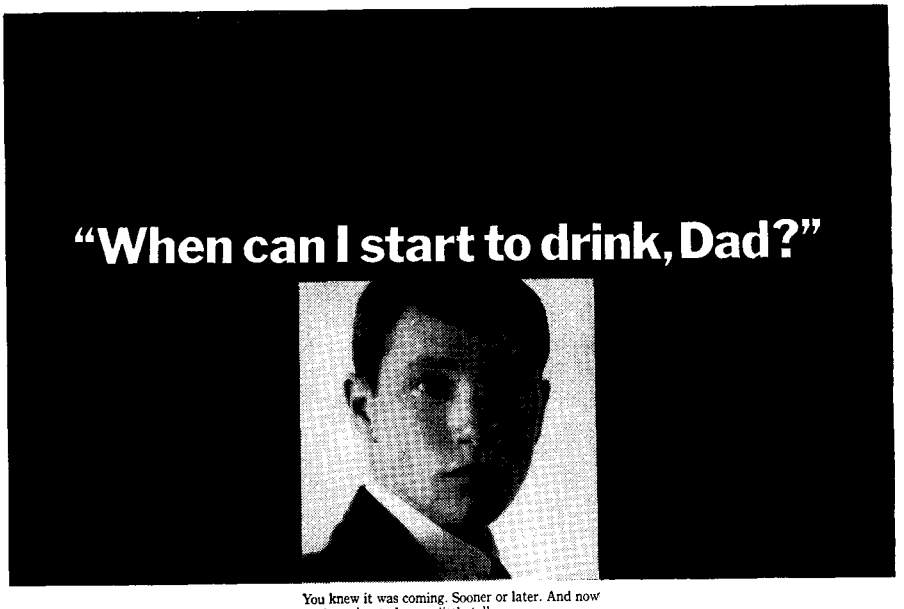
In recent months the federal govern-

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

ment has been keenly concerned with highway and motoring safety, just as the states have been for many years. The Better Vision Institute has provided leadership in advocating regular eye tests for people getting their driving licenses renewed. In thirty-one states people with defective eyesight can get licenses. For example, in Kansas, the BVI advertisement revealed, 131 legally blind people were found to be holding valid driving licenses. The contribution of this campaign to motoring safety also involved the private interest of the institute in promoting better care of one's eyes.

It is regrettable that space does not permit the reproduction and discussion of the twenty-three award-winning advertisements as well as the ten runners-up. They deserve study, for it is essential that the thoughtful public, our college students, the critics and skeptics of business and advertising as well as their friends and champions, should bridge the understanding gap and thus properly appreciate the extraordinary talents, resources, and dedication that business and advertising leaders bring to the service of our common public interest through public interest advertising.

In this connection it is gratifying that the judges gave strong support to an unusual advertisement by tiny St. Joseph's College in Rensselaer, Indiana. It was a paid advertisement appealing for funds to help the college not only maintain but improve its faculty, its services, and the standards of Christian education it is providing its student body of 1,300. The ad attracted such favorable attention that *Time* magazine, in which it ran, returned the money the college had paid for its advertisement and then established the policy of running one advertisement a month without charge for a small liberal arts college in need of financial assistance.


"When can I start to drink, Dad?"
You knew it was coming. Sooner or later. And now you're going to have a little talk.
We can't give you the script. But we can give you our thinking.
Frankly, we view drinking as a grown-up pleasure. That means, flat out, that nobody tries to fudge the law. A young man waits to buy his first drink until he is legally permitted to do it.
But, even more important, "grownup" means that he has arrived at a certain maturity. And just when that happens is a hard thing to judge.
We believe the tap root of balanced judgment has to be the parent. He defines what being adult means. By words. And by deeds.
If you see drinking as we see it–as a pleasure to be enjoyed sensibly, moderately, and in context with the rest of the good things of life–then, the chances are your son will too. The chances are he won't violate the trust you give him.
Certainly some young people do not always conduct themselves as they should. We would have our heads in the sand if we didn't see it. But that doesn't mean we have to go along with it.
For our part, we will continue to discourage this kind of behavior. We don't want that kind of business. And never have.
You can help in a very positive way. Simply by expressing your own healthy, adult point of view. In what you say, and what you do. To your own son. And to the friends he may bring into your home.
Then, when the time comes, we can all be sure that the products we sell are in steady and responsible hands.
A Father's Day message from . . Seagram/distillers since 1857

Top Public Relations Ad: The contemporary problem of drinking by young people is discussed frankly and constructively in one of a series of "moderation" advertisements by Seagram Distillers Company. The advertisement above not only says flatly no young person should be encouraged or permitted to drink until of legal age, but that maturity, common sense, and moderation are essential to the adult pleasure in drinking and that these traits are best instilled in the home.

A DISCUSSION of the art of corporate communications must reflect the creative achievement represented by these prize-winning ads in which the sponsors seek to dramatize the invaluable partnership, unique to American business and industry, between the public interest and the private interest of enlightened enterprises.

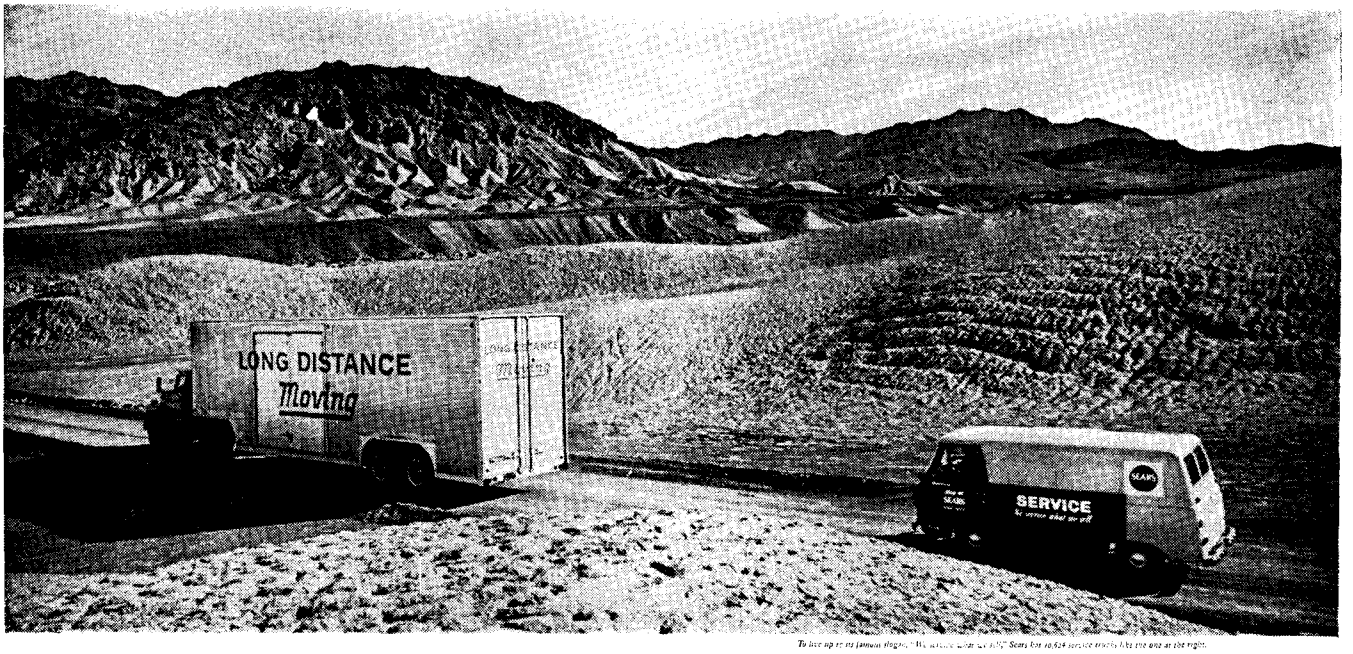
These companies believe that they have a fundamental stake in such a dialogue in our economic democracy. They are aware of the understanding gap between them and the most thoughtful, influential groups of our society, and the grave dangers if it persists. It is not in the interest of the nation that this gap should endure whether in matters economic, social, corporate, or political. This troubling gap was only recently analyzed by Arthur R. Murphy, Jr., president of the McCall Corporation, in a speech on "Communications: Mass Without Meaning," to an audience of Chicago business leaders. In his discussion of the understanding gap, Mr. Murphy said:

"For the nation, in an age of infinite complexity, continuous change, and a tremendous pace of events, communications are literally the lifeblood of our free society. Unless the people know and understand what is happening,

Public Relations: An alphabetical list of the winners:

Company	Agency
Commonwealth of Puerto Rico	*Ogilvy & Mather, Inc.*
International Business Machines Corp.	*Ogilvy & Mather, Inc.*
McGraw Hill, Inc.	*Slesar & Kanzer, Inc.*
St. Joseph's College	*J. Walter Thompson Company*
St. Regis Paper Company	*Cunningham & Walsh, Inc.*
Seagram Distillers Company	*Warwick & Legler, Inc.*
Weyerhaeuser Company	*Cole & Weber, Inc.*

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



To live up to its famous slogan, "We service what we sell," Sears has 10,624 service trucks, like the one at the right.

Wherever you move in the U.S.A. Sears service follows you

When you get your washer, range, refrigerator, TV and other appliances from Sears, Roebuck and Co., you get an extra something nobody else can give you...Sears service. Read why many wives of men on the move say they'd hate to buy so much as a toaster anywhere else.

EVERY MONTH, about 400,000 Americans change their jobs and move to other towns or states. Many more are transferred by their companies. Wives of men on their way up should be prepared for *moves around the country.*

One important way to prepare: Take a tip from military wives who've *really* been around. Buy your appliances at Sears.

The Sears re-installation service

Suppose you live in Denver and you're moving to Bay Shore, N.Y. As soon as you and the moving van arrive, call your Bay Shore Sears store and they'll send a man over to hook up your Sears appliances—*on the same day you call.*

It takes an army of service experts around the country to make this possible, so an army is just what Sears has—on *wheels.* There are 10,624 service trucks, logging over 127 million miles a year, operating out of 2,164 Sears service units. Is it worth it? Ask anyone who's ever had to move—*around the country or around the corner.*

Regardless of *where* you purchase it, your Sears Service Contract is honored in any one of the 784 Sears stores and 1,325 catalog sales offices. Whether you've just moved in, or lived there long enough to burn the mortgage, you're only a phone call away from Sears service.

Special Sears emergency service

Suppose your furnace, freezer, or hot water heater goes on the fritz. Sears knows it's an emergency, and sends out a service man *the same day you call.*

"We service what we sell." By *delivering* on this promise, Sears has built the biggest appliance business in the world.

Leading Corporate Ad: Service for modern appliances is not only a frequently vexing problem for the housewife or the head of the household today but also a complicated management challenge to many manufacturers and stores. In one of its highly regarded corporate advertisements Sears, Roebuck & Company vividly describes its guaranteed service contract, a basic factor in the building of the world's largest appliance business and a reminder of Sears's commitments to its customers.

democratic government cannot survive long. In Jefferson's words, 'If a nation expects to be both ignorant and free it expects what never was and never will be.'

"Jefferson's observation has a special pertinence to our times and to modern mass communications. For . . . there is evidence that an 'understanding gap' of serious dimensions exists in this country today. In the kind of world in which we are living it is a primary mission of the communications media to help bridge this 'understanding gap' by seeking out the facts and arranging them in a pattern that accurately and meaningfully presents the nearest possible representation of the truth."

An economic as well as a political democracy cannot long survive a deadly understanding gap between its citizenry and its basic institutions of social control. According to Professor David M. Potter of Stanford University such institutions or instruments in our society include the church, government, the schools, the press, business, and advertising.

Through enlightened corporate advertising our business system can create greater public understanding of the unique socioeconomic blend in this country through which responsible corporations manage to serve both their private interest and the nation's public interest. By narrowing, or, hopefully, closing that understanding gap public interest advertising, in the spirit of Jefferson's words, can help keep our nation prosperous, informed, at peace with itself, and free.

Corporate Campaigns: An alphabetical list of the winners:

Company	Agency
American Can Company	*Warwick & Legler, Inc.*
Douglas Aircraft Company, Inc.	*J. Walter Thompson Company*
General Electric Company	*Batten, Barton, Durstine & Osborn, Inc.*
The B. F. Goodrich Company	*The Griswold-Eshleman Company*
Olin Mathieson Chemical Corporation	*Doyle Dane Bernbach, Inc.*
St. Regis Paper Company	*Cunningham & Walsh, Inc.*
Sears, Roebuck & Company	*Ogilvy & Mather, Inc.*
Union Carbide Corporation	*Young & Rubicam, Inc.*
Weyerhaeuser Company	*Cole & Weber, Inc.*

Father William J. Kramer, C.P.P.S., L.S.S., Sc.D.

Imagine! Teaching with a doctorate for $50.00 a month!

In spite of Father Kramer's bargain salary, the cost of keeping little St. Joseph's a high quality private college is staggering. The college wants to pay top salaries to attract and keep lay teachers. New dormitories are needed, and the rising cost of food hits hard when you're feeding 1,300 students. (By graduation one hungry young man can eat $2,500.00 worth of food.)

In a nut shell the problem is that the cost of educating has zoomed 24% in the past two years. Yes, the cost is staggering ... but the need is urgent. America needs young men with a good Christian education now more than ever—don't you think? That means more work and probably no raise for Father Kramer. His last cave went for new faculty housing and a campus activity center. His next raise will probably go toward better housing for St. Joseph's library.

Good thing Father Kramer's smart ... he'll never be rich.

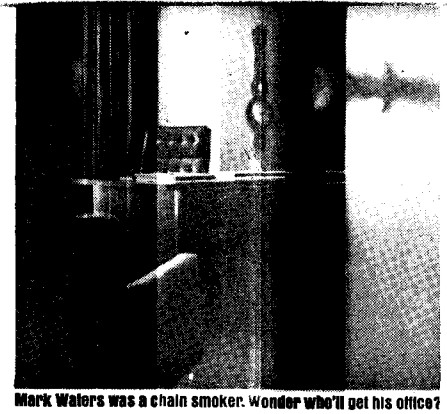
We felt it was worth the cost of this page to talk to you. We are looking for people who might become our friends. If you would like to help us, we would be grateful.

St. Joseph's College, Rensselaer, Indiana

If he's so smart, how come he's not rich?

Special Mention: Reproduced above is the fund-raising ad that tiny St. Joseph's College of Rensselaer, Indiana, experimented with. It created national publicity and inspired *Time* magazine to offer free space once a month to other small colleges with budget problems.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



Mark Waters was a chain smoker. Wonder who'll get his office?

Too bad about Mark. Kept hearing the same thing everyone does about lung cancer. But, like so many people, he kept right on smoking cigarettes. Must have thought,

[illegible] smoking a[illegible] a fair good fit d[illegible] fect is, once you've st[illegible] smoking, no matter [illegible] you've smoked, the [illegible] begins to reverse the d[illegible] age done by cigarettes, p[illegible] cancer or emphysema [illegible]

not developed. Next time you reach for a cigarette, think of Mark. Then think of you. Office—and your home.

American Cancer Society

Come to the U.N.

A trip to United Nations Headquarters can be educational and inspirational. What's more, it's fun.

A visit to the 18 acres of international territory at New York's East 45th Street will raise your spirits.

There are things to see: from the 39-story glass and marble slab that houses the Secretariat to the historic meeting halls, from a Chagall stained-glass mural to the paintings, weavings, mosaics, sculpture—beautiful, expressive gifts from dozens of governments. There's even a Russian Sputnik.

There are things to hear from the melodious English of a Korean tour guide (there are guides from 36 countries) to a delegate's speech in his native tongue, simultaneously translated into Chinese, English, French, Russian and Spanish.

But best of all are the things you feel. In the buzzing of 3400 Secretariat employees and the 2000 representatives of 117 countries, hope is palpable. You realize that if nations are already cooperating, they can continue to cooperate; that if the UN hasn't solved all the world's problems in 22 years, at least it's begun. (Consider: the 117 countries' 40 of them gained their independence within the past 10 years, with the help of the UN.)

The miracle on 45th Street is that the United Nations is there, working hard, day by day, for peace on earth.

It sounds corny, but it's true.

[illegible]

Tomorrow morning when you get up, take a nice deep breath. It'll make you feel rotten.

Every day your lungs breathe in air that contains sulfur dioxide (which contributes to chronic bronchitis and pulmonary emphysema), benzopyrene (which has produced cancer on the skin of mice), carbon monoxide (which, in sufficient quantities, will kill you), acrolein (which was an ingredient in tear gas in World War I) and enough soot and dirt to turn your lungs black, instead of the healthy pink they're supposed to be.

No wonder you feel lousy.

If these facts bother you, send your name and address to: Citizens for Clean Air, Inc., Box One Million, Grand Central Station N.Y. 10017.

Special Mentions: Three distinguished campaigns—1) for public appreciation of the United Nations, 2) for the prevention of cancer from smoking, and 3) for citizen action to end big-city air pollution—were among the winners in this special category of public service advertising. The U.N. advertisement was created under the auspices of the Advertising Council, the public service arm of the advertising profession. The American Cancer Society sponsored the forthright lesson on lung cancer and cigarette smoking. Citizens for Clean Air, Inc., a volunteer organization, was responsible for the dramatic campaign against the polluted air that plagues urban life in this country. These public service campaigns are only a few among many created voluntarily by public-spirited advertising agencies and then carried to the public without charge by national magazines, newspapers, and radio and television stations. During 1966, the 25th anniversary of the Advertising Council's public service programs, U.S. agencies and media contributed an estimated $275 million in services and space and time for such messages.

***SR*'s Television Citations:** Following are the details of the six television programs cited by *SR*'s judges for distinguished achievement in the public interest, plus three runners-up:

The Bell System ***The Bell Telephone Hour*** **NBC-TV**

Citation: For an attempt, largely successful despite early difficulties, by an established program to open up its familiar format in order to explore new dimensions of the world of music on television; for a new form and depth of presentation of the artist, the conductor, the composer, and the players, offering music not only in being but in the process of becoming, all presented in an experimental and innovative manner.

National Educational Television ***NET Playhouse*** **NET-TV**

Citation: For making available to the American viewer the only regular weekly showcase of high caliber plays and films, classics, contemporary and experimental drama, drawn from the best talent available both in this country and abroad.

Hallmark Cards, Inc. ***Hallmark Hall of Fame*** **NBC-TV**

Citation: After sixteen consecutive seasons, still an oasis in the great desert of television drama, this program is noteworthy for continuing to invest popular drama with some degree of literary and acting quality.

Block Drugs Co., Inc.
General Electric Company ***NBC News*** **NBC-TV**
Lanvin Parfums
NBC

Citation: For responsible and creative exercise of television's role in news and public affairs, especially for the outstanding discharge of a public responsibility in a democracy through the sustained coverage of U.S. Senate hearings; for the imaginative program *The Angry Voices of Watts*, in which the American public for the first time saw that riot-torn, troubled Los Angeles neighborhood through the aroused, observant eyes of its own talented citizens, a program that led to the first presentation of a play by a newly discovered writer from Watts on the recently inaugurated *NBC Experiment in Television;* and for *Thailand: The New Front*, which turned a needed spotlight on the widening dimensions of U.S. involvement in Southeast Asia beyond the war in Vietnam, giving viewers a vivid insight into the secrecy-shrouded commitment of American power on another Asian front.

Xerox Corporation ***Death of a Salesman*** **CBS-TV**

Citation: For a sensitive and successful translation of an outstanding play; for emphasizing its special qualities in a creative use of television techniques that demonstrated the special ability of television to enrich theater drama and enhance the potentiality of the stage.

The Bell System ***New York Philharmonic Young People's Concerts*** **CBS-TV**

Citation: For maintaining the highest standards in making serious music understandable and enjoyable to an audience of young people; for a sustained tour de force by Leonard Bernstein in teaching the pleasure and appreciation of music through television.

The runners-up were:

National Educational Television ***NET Journal*** **NET-TV**

General Telephone & Electronics Corp. ***CBS News Special*** **CBS-TV**

Aetna Life & Casualty
Encyclopedia Britannica, Inc. ***National Geographic Specials*** **CBS-TV**

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

SIGMA DELTA CHI'S NEW LOOK

By JOHN TEBBEL

AN IDEA that began in a college classroom fifty-seven years ago reaches a historic climax this month on the campus of DePauw University when Sigma Delta Chi, which has officially marked a good many historic journalistic sites, unveils a marker to commemorate its own birthplace.

In a profession not noted for its sentimentality, there have been some who have thought it incongruous that grown men engaged in the realistic business of journalism should perpetuate a college fraternity, complete with initiation rites. Nevertheless, many leading figures in the communications industry have thought otherwise—men like Edward R. Murrow, Eric Sevareid, Marquis Childs, James Reston, Gardner Cowles, Herbert Block, Arthur H. Sulzberger, and a long list of other notables. In fact, SDX today is more than a fraternity, and its rolls stand at a record high of more than 18,000, including 16,500 professional members and 1,500 college students majoring in journalism. Active membership has doubled in the past decade, with 8,000 new members since the Society was reorganized in 1960-61.

That date—specifically, the New York convention of 1960—was the beginning of a new look for SDX, which had been languishing in a kind of respectable middle age, a half-century after its beginnings. Ceremonies at DePauw on April 8, with Benjamin McKelway, editorial chairman of the Washington *Evening Star*, as principal speaker, will recall those beginnings as a permanent marker is placed on the site where in 1909 the idea of a journalistic fraternity first was conceived by three students: Leroy H. Millikan, the editor-in-chief of the university *Daily* (then in its first year), and two of his staff members, L. Aldis Hutchens and Ralph C. Mann. There was some opposition, but a half-dozen other students joined the planners, and on April 17, 1909, the new fraternity got its name, which was suggested by Eugene C. Pulliam, who now is the publisher of newspapers in Indiana and Arizona. Pulliam is one of the founders returning for the ceremonies this month, along with Paul M. Riddick, a publisher in LaGrange, Indiana; L. Aldis Hutchens, a retired Richland Center, Wisconsin, teacher; and William M. Glenn, a retired publisher who now lives in Garland, Texas.

Within three years after SDX's founding, there were enough chapters throughout the country to justify a national convention. Before long, professional chapters were chartered by graduates in Milwaukee, Chicago, Atlanta, Detroit, and other major cities. Sigma Delta Chi soon had a magazine, too—the *Quill*. Like so many professional magazines, it struggled for awhile, but today it is one of the best of its kind in the country, with a circulation over 19,000.

OTHER activities were added as time went on, and no doubt SDX could have followed the easy pathway into a bland senility if the 1960 convention had not taken notice of changing times and redesigned it. It was drastic surgery. Even the name was changed, from "professional journalistic fraternity" to "professional journalistic society." Annual dues were doubled, from $5 to $10. A panel of eleven regional directors replaced the old system of state chairmen and they were also designated to serve on the national board of directors. The annual fall convention was supplemented by regional conferences designed to produce greater cohesion in the membership. A full-time editor of *Quill* joined the Chicago headquarters staff. Perhaps most significantly, the Society's entire range of programs and services was revamped, with a new emphasis on sound professional programing at every level and stronger working relations between the board, headquarters, and the chapters.

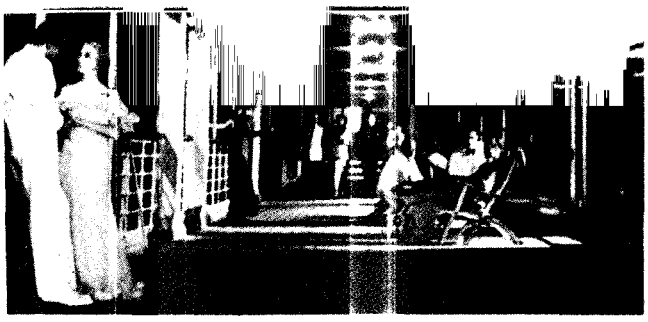
Today there are ninety-three of these professional chapters, including units in Canada, England, and South Korea, and ninety-four campus chapters for journalism students. Again, this is a figure which has doubled in the past ten years —more than fifty new chapters have been added since the reorganization plan was implemented in 1961.

Sigma Delta Chi's activities cover nearly the whole range of journalism. One which gets national attention is the annual Distinguished Service Awards contest, now in its thirty-fifth year. In 1956 this program drew fewer than 500 entries; last year the figure was a record 1,014. The awards go to winners in sixteen categories of print and broadcast journalism, covering much the same ground as the Pulitzer Prizes among newspapers, but including also magazine reporting and public service in magazine journalism, similar categories in radio plus an award for broadcast editorializing, an identical program in television, and a further award—unique among the dispensers of laurel leaves in the field—for research about journalism. A list of winners in all the categories would read like a roster of journalism's most distinguished names. Some winners rank the awards as high as, or even higher than, the Pulitzers. However that may be, the SDX awards do get more entries.

ANOTHER major activity of SDX has been its continuing fight for freedom of information, especially since the end of the Second World War. This effort has helped to bring about open-meeting laws in thirty-two states and open-records laws in thirty-seven states; SDX chapters throughout the country work constantly at this task, which never really ends. SDX was also a moving force in the campaign for a federal open-records law, which will take effect next July 4.

Sigma Delta Chi is concerned, too, with the talent gap in journalism, as the demand for recruits increasingly tends to exceed the supply. Aware of the need to attract talented young people in high schools and colleges, SDX launched a determined campaign in 1963 with a recruiting pamphlet, "The Big Story," written by Al Balk, now *SR*'s feature editor. Two other pamphlets followed, and a fourth, on magazine journalism, is in preparation. The Society also prints a reading list for interested students, and *Quill* has twice devoted entire issues to journalism careers. All told, SDX has distributed more than 100,000 pieces of

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



AROUND THE WORLD on a great President Liner! Thirty years ago, this was the supreme travel adventure.

It still is.

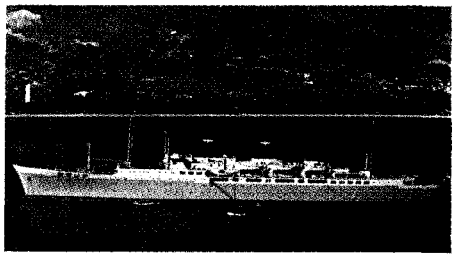
Today: a gala deck buffet. Tonight: a midnight promenade after an evening of dancing to the ship's orchestra. Tomorrow: Singapore or Suez, Acapulco or Alexandria, Haifa or Hong Kong.

Now, as in the thirties, a three-month-long world cruise is the ultimate in luxury and adventure.

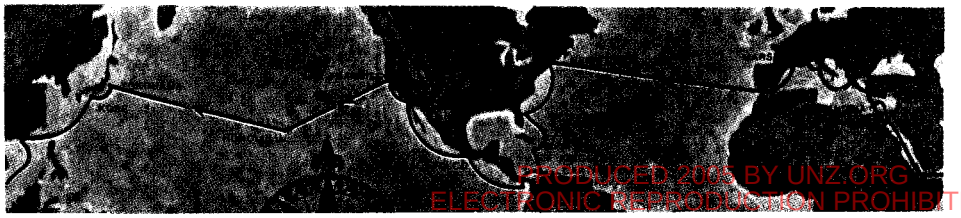
November 9, the SS PRESIDENT ROOSEVELT sails from San Francisco. A limited number of 275 passengers will follow the sun to Hawaii, the Orient, Malaysia, India, Egypt, the Mediterranean, Italy, New York, the West Indies, Mexico, and home. A total of 23 ports in 15 countries—with ample time for shopping, shore excursions, and even overland tours.

You may join this memorable cruise in New York on January 19, 1968, or at Port Everglades on January 22.

Complete fares for this all First Class cruise range from $2600 to $9170.



For particulars, may we suggest that you consult your Travel Agent. He'll give you extra help—at no extra cost. Or write directly to us.



AMERICAN PRESIDENT LINES

Reservations: Dept. C-3, 601 California Street, San Francisco, California 94108 SHIPS OF U.S. REGISTRY

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

WHO WORRIES ABOUT BLACKOUTS?

Everyone who has lived through a power blackout does—as well as most people who fear they might have to.

And, of course, so do we. America's rural electrics worry about providing the best possible electric service to the millions of consumer-owners we serve out in the countryside. That means service free of blackouts.

But we have a problem.

The demand for electric power in our service areas is increasing by leaps and bounds and will continue to grow even faster in the years ahead. As a result, rural electric cooperatives and other consumer-owned systems will have to install new equipment, heavier lines and the other facilities necessary to keep ahead of the demand—to prevent blackouts.

Keeping ahead is expensive. Rural electrics will have to invest more than nine billion dollars during the next 15 years to stay ahead.

To help us obtain this needed capital, rural electrics have put forward a plan which will permit us to pool our collective credit. We're working to secure passage of necessary legislation by Congress.

This nation's needs for electric power will be met only if the entire industry plans today to avoid tomorrow's blackouts. That's why rural electrics are seeking means to solve our financial problems now . . . before we are forced to solve them by candlelight.

Yes, we worry about blackouts because we know that the worst one . . . is the next one.

Everybody benefits

AMERICA'S *Consumer-Owned* RURAL ELECTRIC SYSTEMS

For more information write National Rural Electric Cooperative Association, 2000 Florida Avenue, N.W., Washington, D.C. 20009

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

careers literature in the past three or four years.

Taking advantage of the new generation's interest in cinema, the SDX Foundation last year completed a journalism careers film, "*That the People Shall Know—the Challenge of Journalism.*" It was shown at the national convention last November, and is now being distributed on a free-loan basis through Modern Talking Picture Service. The Society expects there will be at least 2,000 showings of it this year. Prints of the film have been made for sale to chapters, publishers, broadcasters, and journalism schools. To date, nearly 100 of these prints have been sold, and more than 700 high schools have already booked free-loan copies. Walter Cronkite narrated the film, and Balk helped write the script and was its executive producer while he was serving a three-year term as chairman of the Society's national journalism careers committee.

The SDX Foundation was incorporated in 1962. Besides its cinematic activities and distribution of careers literature, it conducts an annual writing awards contest, with $500 in cash prizes for articles about journalism. It also sponsors an annual Foundation Lectures series; three of these are held every year at campuses having SDX chapters. Foundation support goes to the Freedom of Information Center at the University of Missouri, and to the Joint Media Committee on News Coverage Problems.

At the local level, about thirty SDX chapters offer more than $30,000 in scholarships to students majoring in journalism. To stimulate student journalism work on campus, SDX conducts annual student press contests for the best work in newspaper, magazine, and broadcast journalism.

The ceremony at DePauw is a reminder that SDX has been busy for some time marking historic journalistic sites—twenty-six of them since the program began in 1942. This year, besides its own birthplace, the Society plans to honor Richard Hoe and Ottmar Mergenthaler, inventors, respectively, of the rotary press and the linotype (the site is not yet designated); the Associated Press, at sites in New York and Washington; and Lincoln Steffens, perhaps the greatest of journalistic crusaders, in San Francisco.

Regional conferences of SDX have assumed the character of seminars at which professional journalists have an opportunity to discuss current problems in the industry. They are now held in each of the Society's eleven regions every spring; attendance at the sessions totals about 1,300.

Sigma Delta Chi implements most of its goals, however, through the activities of its chapters. There was a time when these monthly chapter meetings were regarded as little more than an excuse for alcoholic consumption and the telling of oversize stories. Such activities, of course, have not wholly disappeared, but a newer and somewhat more serious generation of journalists is finding the meetings good places to hear speakers on subjects of exceptional news interest—reporters just returned from Vietnam, for example—and to discuss current professional topics.

THE chapters have a proliferating range of activities. Many give awards locally to high school and college journalists, as well as to professional colleagues, for news and editorial work. Some chapters conduct press clinics for students; others run careers conferences every spring. Many chapters operate speakers' bureaus in an effort to span the gulf which continues to separate the press and the public in this and other countries. The continuing effort is to tell people about what journalism does and how it operates, a subject on which a good many educated people are uninformed. Chapters also conduct local Freedom of Information campaigns, operate job placement services, maintain liaison with high school and college journalism departments, and sometimes mark historic sites of special local or regional significance.

A chapter meeting is a cross section of media, and of people at various levels within each medium. Thus the cub reporter may find himself sitting next to his own publisher; daily and weekly newspapermen meet on common ground; radio and television newsmen get a chance to talk with the non-electronic journalists; and college journalism students and their professors are able to maintain direct contact with the working press.

SDX's health can probably best be measured by the devotion so many hundreds of people have given it year after year, serving on its committees and manning the major national posts at substantial sacrifices of their own time. This year's president, for example, Robert M. White II, editor and publisher of the Mexico, Missouri, *Ledger*, and former editor of the New York *Herald Tribune*, has been active in SDX national affairs for many years, and, like his predecessors as president, previously has served as national secretary, treasurer, and in other offices. Thousands of others give much time and effort to the work of the chapters.

Russell E. Hurst, SDX's executive officer, remarked the other day: "I like to think what holds it all together is a reverence for the intangibles represented by the SDX watchwords: Talent, Truth, Energy, and the motto, 'He serves best who serves the truth.' We are nothing if we don't have a vision of something better. Through SDX we are reaching constantly for that 'something better,' and, allowing for human imperfection, we're confident that the act of reaching in itself is producing better journalism, better journalists, and a better-informed public—which is, after all, the end goal."

"Go man, go!"

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

—*Photos from WHNPA annual contest.*

Color News and Grand Award—*Campaign 1966*, by Stanley Tretick (*Look*).

Winners at the White House

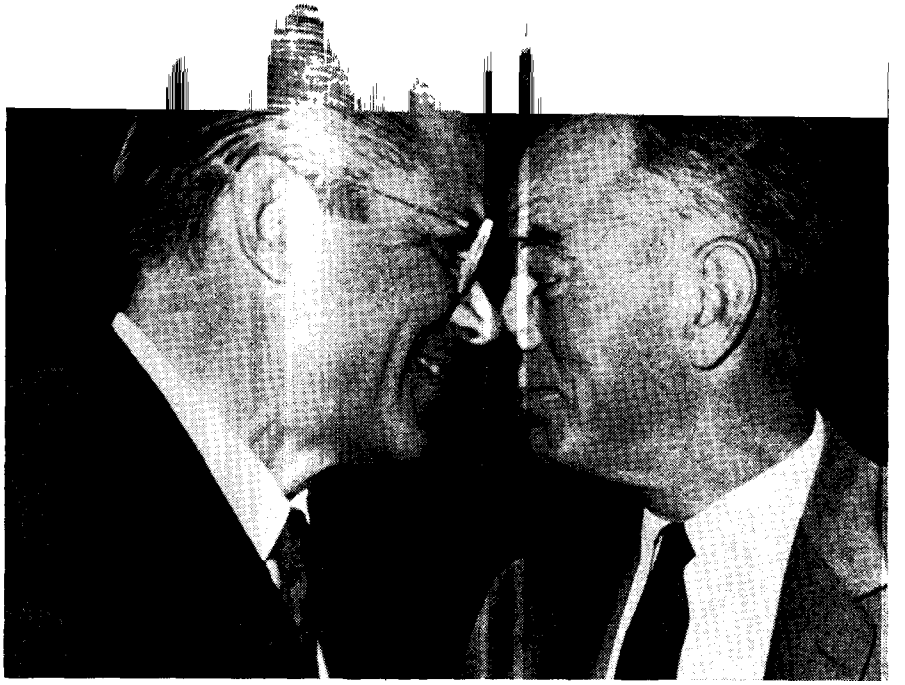
Presidential—*Hither and Yon*, by John Rous (AP).

ON A RECENT Sunday *The New York Times* carried this front-page item in its Week in Review section: "A few days ago the winners of the annual White House News Photographers Association contest filed into President Johnson's office to have their own picture taken with the Chief Executive, each holding his prize enlargement like the game-winning football. Having insisted on checking each picture in advance, Mr. Johnson posed laconically, but he refused to discuss or even look at the best-in-show entry. Its subject: a tousle-headed Senator Robert F. Kennedy." For the *Times* observer, this little passing charade represented "another small downward step in the steadily declining political relations between the nation's two most important Democrats. . . ."

Never underestimating the power of a picture to tap a reaction or trigger trenchant comment, we must admit this is the first time that we have heard of a viewer's response being photoanalyzed for its political significance. Here, for all you armchair analysts who enjoy a spot of Rorschach with your game of Berne, is that "best-in-show" photograph, along with some of the other top winners in this year's White House News Photographers Association competition.

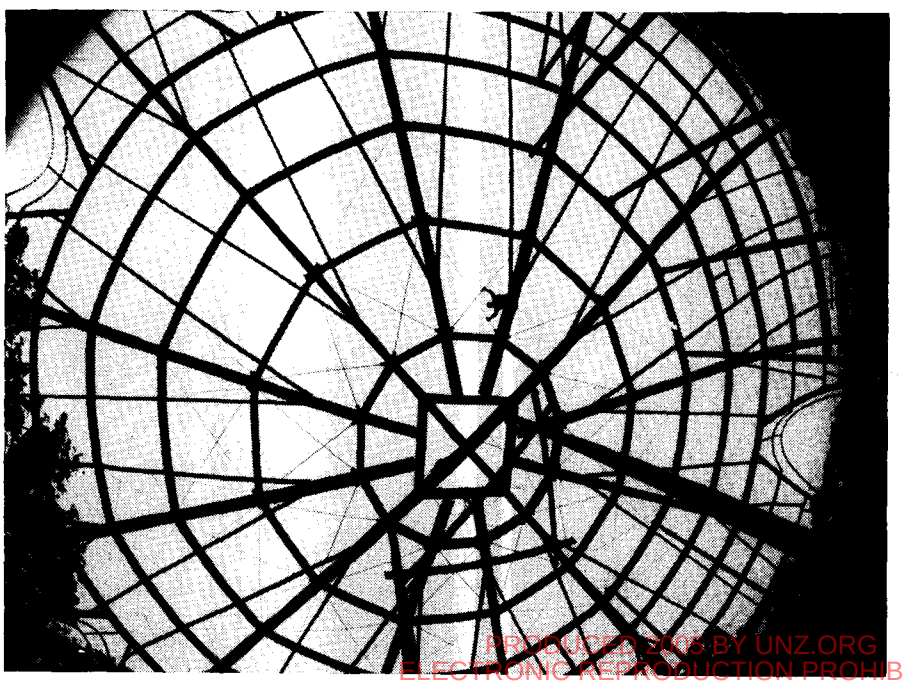
—MARGARET R. WEISS.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

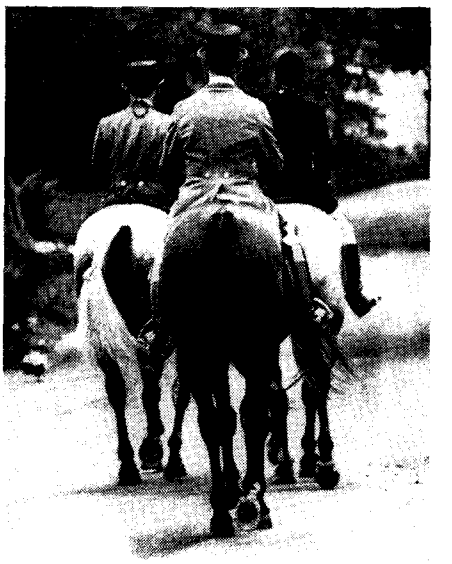


News—*Nose to Nose on Vietnam* (McNamara and Fulbright), by Henry Griffin (AP).

Picture Story — *Pot Party 1966* (Berkeley, California), by Tom DeFeo (*National Observer*).



Feature—*Election Peekaboo*, by Frank Hoy (Washington *Post*).



Sports — *Hilltopper Return*, by Paul Schmick (Washington *Star*).

Color Feature—*Pakistan*, by Albert Moldvay (*National Geographic*).

Portfolio — *Web of Steel*, by Tom DeFeo (*National Observer*).

REPRODUCED 2008 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

What Did The Supreme Court Say?

By GILBERT CRANBERG

THE COUNTRY's most provocative and widely quoted journal of opinion is, paradoxically, one of the least read. Published irregularly from November through June for a small, exclusive readership, it has a table of contents that covers a few more than 100 subjects a year but is consistently as varied as the problems that afflict the country. The staff, recruited with care, is a publisher's envy. It is presided over by a former governor who was a candidate for high national office, and members of the editorial board have impressive backgrounds in public affairs. Their editorial output, which scarcely anybody really reads, is officially published as the journals of the Supreme Court of the United States.

The total circulation of Supreme Court opinions is probably no more than 20,000. Most of the texts are located in forbidding legal libraries and inaccessible private law offices. Because there are no more than 300,000 lawyers in the United States, it's apparent that even many of the nation's attorneys do not actually read the Court's opinions.

I was introduced to the texts of Supreme Court opinions a number of years ago out of the professional necessity to comment on the Court's rulings. The time-honored method of editorializing on a Supreme Court opinion is to study the wire service stories and whatever other newspaper versions of the ruling can be located, then to sit down and write. The variations in the stories, however—the gaps and unanswered questions—made it seem risky business to praise or blame the Court from these sources alone. Yet the alternative of poring over Supreme Court texts seemed about as inviting as an evening of wading through a technical manual. Indeed, the deadly, all-but-indigestible legalese I expected to find was there in abundance, but to my delighted surprise there was also a gold mine of information and often exciting, absorbing reading.

The issues taken to the Court cover the gamut of controversy in American business, social, and political life. The Court chooses the cases it reviews, selecting about 150 of the more than 2,500 cases presented to it for decision each term. A major criterion for granting review is the importance of the disputed issue in terms of the numbers of persons affected. The Supreme Court, as Archibald Cox, the former U.S. solicitor general, has observed, plays a central role in the life of the country precisely because the disputes it reviews and writes about often involve the central issues in American life—"those which divide us most deeply, those which arouse our deepest emotions and whose resolution writes our future as a people."

The wholesale shunning of what the Court says about these issues in the original written opinions leaves most of the country dependent on second-hand reports. And it would be difficult to devise handicaps more devastating to an understanding of the Court than those that hobble news reporting of its rulings. The Court's fear of leaks places a curtain of secrecy between the writers of its opinions and the outside world. No hint is allowed of when a case is to be decided. Where Congressmen, subordinate administrators, and Presidents are frequently eager to explain and defend their policies, Justices of the Supreme Court emerge from isolation only to read their opinions. No court public information officer "backgrounds" a ruling; no Justice is available to discuss or clarify the opinion he has written.

About a dozen reporters cover the Supreme Court regularly and in depth.

Reporters not tied to early deadlines may have several hours to prepare stories on opinion days and are able to spare the time to sit in the Court to hear oral delivery of the opinions, with the sometimes illuminating summaries and signs of inner court conflict this reveals. But the competitive pressure to get the news out quickly requires the wire service reporters—the source of news for most Americans—to prepare stories in advance of the issuance of opinions from briefs and other available information on pending cases. While the Justices perform in the courtroom, the wire service men are in the press room below preparing to make necessary insertions and alterations in the pre-written stories based on texts received from assistants who are hurriedly stuffing opinions into pneumatic tubes in the Court. Should a story manage to leave the Supreme Court building both complete and accurate, even under these conditions, it then is subject to rewriting, trimming, and headline treatment by news people far removed from the Court and from familiarity with the issues in the case.

Another problem is that Supreme Court opinions may be issued in bunches, especially following the return from a recess or as the Court approaches the end of its term in June. The celebrated ruling in the Miranda confession case was one of eight issued on June 13, 1965. The significance of *Miranda*'s forerunner, the 1964 *Escobedo* ruling, slipped by almost unnoticed when it was released along with fifteen other opinions on a Monday in June.

The Court was not so fortunate with its 1962 ruling on prayers in public schools, one of fifteen rulings handed down the same June day. The quickly dispatched reports telling of the Supreme Court's striking down of prayer in

Gilbert Cranberg has written many commentaries on U.S. Supreme Court opinions as an editorial writer for the Des Moines, Iowa, *Register and Tribune*.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

the schools touched off headlines, interviews, and a torrent of abuse. The Court's actual holding that a state composed prayer—in this case, a prayer formulated by the New York State Board of Regents—may not constitutionally be made a part of the public school curriculum was obscured in the early coverage. When the point of the ruling was understood and the significance of keeping public officials out of the business of writing prayers for school children was appreciated, religious groups backed off from earlier denunciations and Congress lost its appetite for a Constitutional amendment to undo the Court ruling.

The hostile reaction to the prayer ruling produced one of the rare public displays of irritation at press coverage from a member of the Court. Justice Tom Clark, in San Francisco a couple of months after the decision, complained, "The newspaperman is pushed to even get the result, much less the reasoning, back of each judgment. . . . The news media announcements . . . were not complete . . . As one commentator said, 'The trouble is that the Court—like the old complaint of the wife—is never understood.'"

Reporting of opinions is apt to be least satisfactory in the cases that most sharply divide the Court. The natural reporting tendency in a 5 to 4 ruling, which may have two or three dissents and as many concurrences, is to cull from the opinions the quotes that most colorfully and forcefully express disagreeing views. The stress on court conflict creates an impression of judicial bickering that inevitably raises uneasy doubts about the wisdom of the majority position.

THE fact is that court suits have their origin in disagreement. When a dispute reaches the level of the Supreme Court for resolution, the choices available to the court can tax the wisdom of a Solomon. The fully-developed opinions of the Justices explaining their positions—as opposed to fragmentary quotes—make it eloquently clear that disagreement, rather than being a sign of uncertainty and weakness, is often a healthy and natural consequence of the intricate, many-sided conflicts that reach the Court.

Even the most comprehensive news reporting may fail to do justice to a Supreme Court opinion. No newspaper devoted more space to the *Miranda* decision than *The New York Times*. The news story in the *Times*'s city edition summarizing the ruling ran two full columns. More than a page was devoted to 6,500 words of excerpts from the majority and dissenting opinions. Interpretation and comment filled nearly two more columns. In all, some 9,200 words were used to convey the Court's ruling to the reading public, substantially more space than was given to any news development that day. But, in explaining their positions, the Court's members used more than 37,000 words in a majority, one concurring, and three dissenting opinions. This was an important case with far-reaching impact on law enforcement, and the Justices carefully and forcefully stated and defended their views, going out of their way to marshall history, references to practices in the FBI, England, Ceylon, India, and Scotland, and the facts in the cases before the Court to buttress and justify their conclusions.

An important facet of Chief Justice Earl Warren's opinion for the majority was extensive quotation from the manuals which had been used to instruct the police in the techniques of interrogation. The opinion pointed out that the manuals cited by the Court had had wide use among law enforcement agencies and students of police science, with total sales and circulation of over 44,000. In introducing this segment of the opinion, Justice Warren emphasized, "An understanding of the nature and setting of . . . in-custody interrogation is essential to our decisions today."

In one manual referred to by the Court, police were advised to offer legal excuses to the suspect to obtain an initial admission of guilt. The majority opinion reproduced this portion of the manual:

> Joe, you probably didn't go out looking for this fellow with the purpose of shooting him. My guess is, however, that you expected something from him and that's why you carried a gun—for your own protection. You knew him for what he was—no good. Then when you met him he probably started using foul, abusive language and he gave some indication that he was about to pull a gun on you, and that's when you had to act to save your own life. That's about it, isn't it, Joe?

Another manual suggested the Mutt and Jeff technique, described in the majority ruling by the following verbatim excerpt from the manual:

> In this technique, two agents are employed, Mutt, the relentless investigator, who knows the subject is guilty and is not going to waste any time. He's sent a dozen men away for this crime and he's going to send the subject away for the full term. Jeff, on the other hand, is obviously a kindhearted man. He has a family himself. He has a brother who was involved in a little scrape like this. He disapproves of Mutt and his tactics and will arrange to get him off the case if the subject will cooperate. He can't hold Mutt off for very long. The subject would be wise to make a quick decision. The technique is applied by having both investigators present while Mutt acts out his role. Jeff may stand by quietly and demur at some of Mutt's tactics. When Jeff makes his plea for cooperation, Mutt is not present in the room.

The court quoted a lecturer in police science as offering this further advice in his textbook:

> In the preceding paragraphs, emphasis has been placed on kindness and strategems. The investigator will, however, encounter many situations where the sheer weight of his personality will be the deciding factor. Where emotional appeals and tricks are employed to no avail, he must rely on an oppressive atmosphere of dogged persistence. He must interrogate steadily and without relent, leaving the subject no prospect of surcease. He must dominate his subject and overwhelm him with his inexorable will to obtain the truth. He should interrogate for a spell of several hours pausing only for the subject's necessities in acknowledgement of the need to avoid a charge of duress that can be technically substantiated. In a serious case, the interrogation may continue for days, with the required intervals for food and sleep, but with no respite from the atmosphere of domination. It is possible in this way to induce the subject to talk without resorting to duress or coercion. This method should be used only when the guilt of the subject appears highly probable.

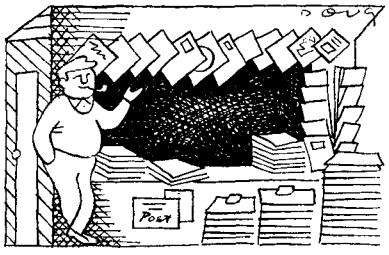
None of the police manual material reproduced in the majority opinion appeared or was referred to in *The New York Times* coverage of the Court's ruling. The *Times* dealt comprehensively and accurately with *what* the Court decided in regard to the police warnings that must be given to suspects, but its usually well-informed readers were less adequately informed about *why* the

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Court concluded that warnings are essential. The outcry that followed the Court's *Miranda* ruling might have been less piercing if there had been more general public awareness of the nature of the interrogation evils the Court sought to combat and took the trouble to cite at length.

A decade ago the columnist Max Freedman called the Supreme Court "the worst reported and worst judged institution in the American system of government." Reflecting on his fifteen years on the bench, Chief Justice Earl Warren used more circumspect language during a recent interview with me but left little doubt of his feeling that the Court is inadequately served by the communications media. The Chief Justice is appreciative of the efforts of a few major newspapers to assign specialists to report the Court as an institution, but he regards much of the reporting of the Court to be hampered by the traditional interest in treating the Court as a source of spot news and headlines without relevance to the principles at issue in cases it decides. He rates public understanding of the Supreme Court far below the level of public understanding of the Executive and Legislative branches of government, and he has urged that news media act to narrow the understanding gap by hiring law clerks to assist in covering the Court—a suggestion that no news organization has moved to implement.

The Court in 1961 took a small step that facilitated improved coverage by



advancing release of opinions from the traditional noon hour to 10 a.m. In 1965 it moved to give reporters more time to digest opinions by agreeing to relax the tradition of releasing opinions on Mondays only and instead to release opinions throughout the week. Fear of leaks that might involve the Court in a national scandal has kept the Justices from allowing reporters to study opinions in advance of the official public release.

The groundswell of anti-Court feeling growing out of the misunderstanding of the prayer ruling led the Association of American Law Schools in 1964 to issue background papers on pending cases and to station law professors in the Supreme Court building on opinion days to help interpret court rulings. Rumblings of dissatisfaction from the Court and the small number of reporters reached by the briefings induced the law professors to discontinue them in favor of concentrating on distributing memoranda about cases before the Court in advance of the decisions.

More than eighty law school professors prepare three- or four-page digests of the facts, issues, significance, and possible dispositions of cases about to be decided by the Court. The Association reproduces the memoranda and sends them free to about 200 press, radio, and TV people who have shown an interest in receiving them. The law professors' project is probably the most constructive single contribution to advancing public understanding of the Court in recent years and has earned praise both from reporters who cover the Court and from editorial writers who deal with the decisions.

Once the Supreme Court has issued an opinion, however, there is no substitute for reading the original text. A Supreme Court opinion is essentially an essay, an attempt to explain, to justify, and to persuade in the course of deciding. The Court's opinion writers are free of space limitations as they elaborate on the reasoning behind their conclusions. A skillful paraphrase can sometimes illuminate an issue more clearly than the original language. But the cost of compression is almost certain to be loss of much of the impact that comes from the careful, piece-by-piece development of an argument.

FOR these reasons, he who would responsibly interpret Supreme Court opinions to the public must obtain complete texts of the rulings. They are available for $12 a year from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. As great a subscription bargain as this is, however, service still is too slow to suit the needs of most members of the press—unbound "slip opinions" are delivered ten days to two weeks after release by the Court. Consequently, most publications which want complete texts of opinions subscribe to a commercial service such as *U.S. Law Week*, published by the Bureau of National Affairs, or *Supreme Court Bulletin*, compiled by the Commerce Clearing House. These services make opinions available the same week they are issued by the Court.

Exposure to the texts of Supreme Court opinions will not convince the reader of the "correctness" of a ruling—some of the Court's closest followers are its severest critics. But the thoughtful American who puts the Supreme Court on his reading list will be persuaded that exposure to the authentic voice of the Court has given him unique insight into this remote and least understood of institutions that speaks to the people only through its opinions.

Closing the TV Gap

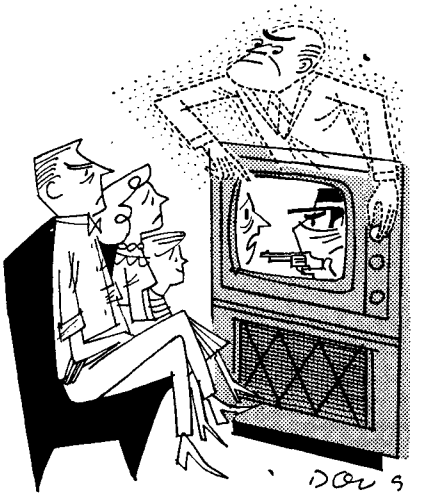
Continued from page 74

programs of value and quality. NET's coverage of the recent State of the Union Message, for example, went far beyond anything the commercial stations were able to provide. It would be wasteful in the extreme not to make the fullest use of NET in any public expansion and support of noncommercial TV.

It is very much in the public interest for educational television stations to be modernized, multiplied in number, interconnected, and equipped for color to give the intelligent viewer national coverage and the medium a more professional aspect. But any money given the Corporation for Public Television by Congress is subject also to pressure from Congress. Political influences seem inevitable—a central weakness of the Carnegie Commission's plan. Perhaps the function of the Corporation for Public Television should not extend beyond receiving and disbursing funds, with National Educational Television the chief operating and programing agency, and certainly there should be a separation of the operating functions from Congressional-political strings.

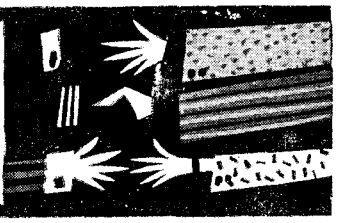
We can foresee extreme difficulties in programing at a national level on such controversial subjects as civil rights, sex education, even the choice of those more sophisticated programs that the affluent-intelligent viewer wants and doesn't get now on commercial TV. If a reactionary Congressman is to have a say in what gets broadcast over this exciting new network, then we'd better leave the idea alone. If, however, the federal government is forbidden to act as an operating institution and is only a source of badly needed income for this challenging project, then the closing of the quality gap in American TV is indeed in sight and the Carnegie Commission's recommendations are well worth immediate implementation by Congress.

—R.L.T.



PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Public Relations



For the Birds?

FOR THE BETTER part of a year, some corporate public relations directors have been in a minor flap. They have beaten their breasts, tailored speeches, and written articles for their chief executives for publication in university business reviews—just because some college students believe that business is for the birds. Why is it, they want to know, that brighter college graduates do not choose business as a career? Why do they fail to appreciate the corporate life and choose teaching, government, or the professions over jobs in corporations?

For some reason hard to fathom, the hand-wringers seem to feel that unless the majority of college graduates want to spend their working lives in business, there is something basically wrong, if not with the undergraduates then with their professors. Or at least there is serious lack of communication and new campaigns must be launched at once to explain business better so that all those who are at the top of their class will hurry, hurry to their nearest corporate headquarters and sign up for life.

The simple fact is that business is not for everyone, any more than is medicine, law, teaching, politics, or trade union organizing. Business is a hard taskmaster. Not everyone is fit for it. Business takes special qualities and a kind of talent that not all possess. Vital as business is for the economic health of the nation, important as it is to increase the sales of a corporation, develop new products, make better profits for the stockholders, and provide more jobs, not everyone with a high IQ is cut out for a career in a corporation.

Often businessmen and their public relations directors, conditioned by the days when corporations were the favorite whipping boys of Presidents and intellectuals at the universities, take fright at any study or poll which points up unfavorable student attitudes toward corporate life. They forget that times have changed, as business has changed; that antagonism to business is not universal; that the contribution business makes to the general welfare is widely recognized; that business is not in a popularity contest; that many who fully realize the social as well as economic values of business just prefer working elsewhere.

On April 21, 1966, Louis Harris presented the result of a *Newsweek*-sponsored survey among college seniors to the Public Affairs Conference of the National Industrial Conference Board. The report dealt with opinions held about American business, and it triggered dismay in quarters which should have known better. (Cries of distress are still reverberating in business publications—though, it is hoped, not in board rooms of corporations whose chief executives are not quite the frightened fawns insecure PR directors picture them to be.)

Harris's study showed that the college seniors rated doctors at the top among those in whom they had "a great deal of confidence." Next were scientists and, in descending order, bankers, U.S. Supreme Court Justices, educators, corporate heads, psychiatrists, military leaders, federal government leaders, clergy, Congressmen, arts figures, local retailers, reporters and publishers, advertising men, television heads, and labor leaders. If corporate heads wail because they are not at the top of the list, what about reporters and advertising men, not to mention labor leaders?

The survey further showed that if the students had a free choice of career, 23 per cent of the males would choose a profession, 16 per cent teaching, 14 per cent business, 13 per cent science and engineering, 12 per cent the arts, 9 per cent government and politics, 4 per cent social work, 4 per cent psychology, and the rest other careers. Harris's study also showed that, reckoning with reality, the same students thought they would end up as follows: 36 per cent of the males in a profession, 28 per cent in business, 27 per cent teaching, 7 per cent in government, and the rest in other fields.

Considering that students have a wide choice today, business comes through the poll with high marks, far above those of government and politics or social work. Does this mean that today's college students are not interested in public service, that they are not concerned with good government, or that they lack feeling for those in greatest need? If the choice were entirely free, only 4 per cent of the men and 9 per cent of the women would work with the disadvantaged; these are the figures of college students who would go into social work. Of course, some college seniors join the Peace Corps, and some become clergymen. That more do not enter these two fields does not mean that young college people are not idealists. Just as most would not fit in the Peace Corps or clergy, so great numbers would better serve in the professions or teaching.

For U.S. business managers to reach the conclusion that the poll indicates there are disastrous days ahead shows either a lack of sophistication or that they have taken too seriously the word of their public relations heads that now is the time to sound the gong of alarm. Businessmen never, not even in a society as oriented to commerce as ours, can expect that a majority prefer it to other fields. And why should they?

Corporate heads face many serious problems. But that only 28 per cent of male college seniors think they will end up working in business is certainly not one of them. —L. L. L. GOLDEN.

NUMBERS, PLEASE!

The numbers and letters on the label that brings Saturday Review your way each week may not mean much to you at first glance. But they are essential in helping our Subscription Department quickly identify your records. That is why it is important to include your address label whenever you write Saturday Review about your subscription.

ATTACH LABEL HERE

CHANGE of ADDRESS

Please let us know *at least four weeks before you plan to move.* For fastest service, clip or paste your current mailing address in space provided, *fill in your name* and address, and mail to Saturday Review's Subscriber Service Division.

NEW or RENEWAL SUBSCRIPTION

Check here to enter or extend your subscription:

☐ One year $8 ☐ Three years $18
☐ Two years $14 ☐ Four years $20

Outside U.S. and Canada, add $2 per year

☐ New subscription ☐ Payment enclosed
☐ Renewal ☐ Bill me

Name Address

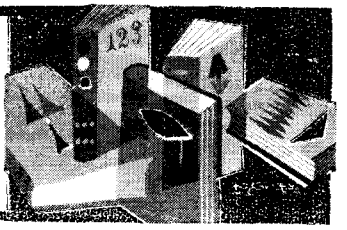
City State ZIP

Saturday Review

Subscriber Service Division
380 Madison Ave., New York, N.Y. 10017

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Books
in Communications



Reston's Artillery

JAMES RESTON long has been one of the most astute and articulate observers of the Washington scene. In recent years, however, his assigned duties for *The New York Times*, first as Washington bureau chief and now as an associate editor responsible for producing three syndicated columns a week, have restricted his opportunities to write longer essays. Thus publication of a book by Reston is something of a journalistic occasion—even so brief a volume as *The Artillery of the Press* (Harper & Row, $3.95).

Based on the 1965-66 Elihu Root Lectures which Reston delivered before the Council on Foreign Relations in New York City, it seeks to analyze the influence of the press on U.S. foreign policy, with special attention to the many ramifications of certain press traditions. A historic journalistic axiom, for example, has been "that anything a government hides, except during open and declared war, [is] wrong, probably wicked, and therefore should be exposed." But, as Mr. Reston points out, "a press demanding unlimited freedom for this principle today could in many cases risk the nation's security. . . . I knew for over a year that the United States was flying high-altitude planes (the U-2) over the Soviet Union . . . but *The New York Times* did not publish this fact until one of the planes was shot down in 1960. Was this a correct judgment? I think it was, but in other circumstances the press has been criticized for not printing intelligence and even military information."

The foreign-affairs reporter faces many other dilemmas. One, as Reston notes, is rooted in a general apathy toward complex foreign-policy issues. "It takes some thumping crisis to startle a vast continental nation out of its normal preoccupations with family and work," he says. "To be effective, reports on a developing crisis have to come considerably ahead of the crisis; but at that time the people are usually not paying attention, and once the crisis breaks they tend to leave it to the government."

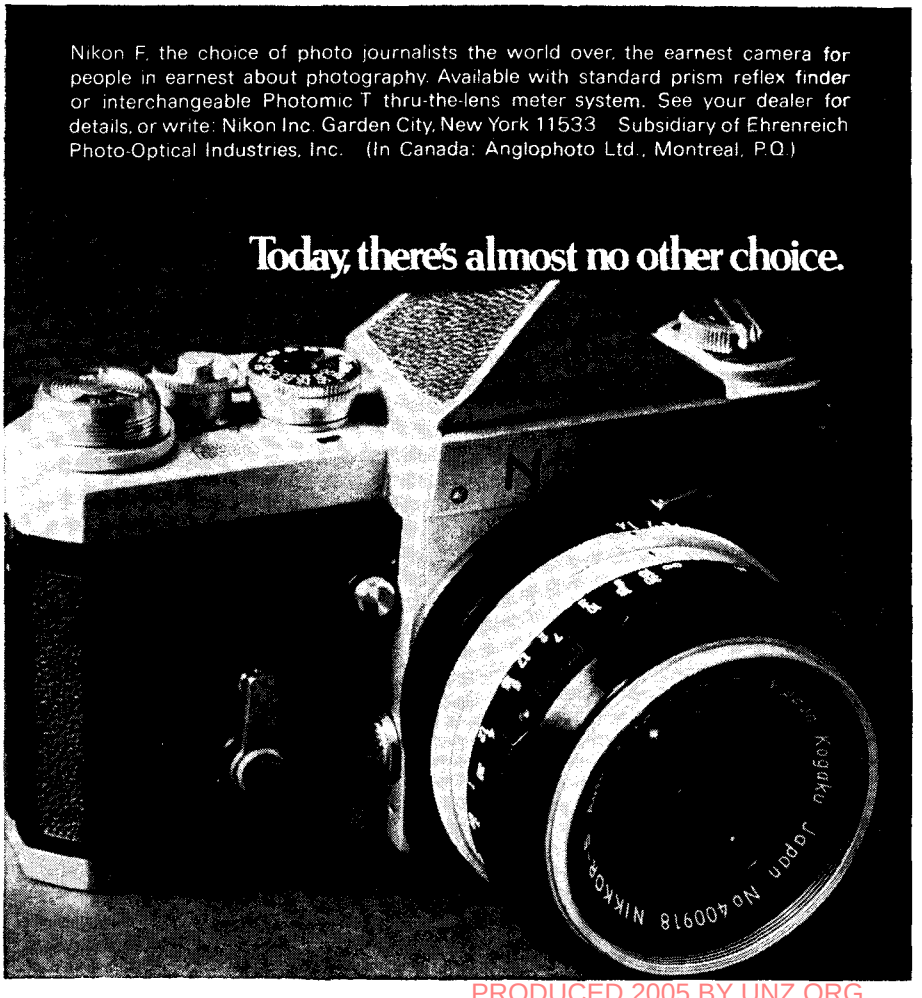
Part of the problem, he adds, stems from the nation's "sudden transformation from isolation" to world leader: "The British had five generations in which to adjust their private attitudes and public institutions to their growing imperial responsibilities in the world. . . . But the United States did not have time to adjust . . . and the conflict between the press and foreign policy is merely one illustration of this devilish race with the pace of history."

Then there are the broad institutional shortcomings of the American press: the "simple" headlines and wire service stories, which "make the first impression on editors" and "reach more readers and listeners than all the news services of all the large papers combined"; the "cult of objectivity, which has done so much in the last generation to confuse 'news' with truth"; a preoccupation with "happenings" and "events" but "not the things that *cause* events"; and a tendency of "the men who select and display the news" and plan radio-TV coverage to think less about society than about "the competition"—about "tending the machinery."

Throughout, this meaty little volume also is salted with anecdotes about Reston's experiences with various governmental leaders; discussions of such techniques as the *quid pro quo* by which some newsmen obtain influence with Congressmen by publicizing their speeches and actions; an analysis of the power of the Presidency compared to that of the press; and his deeply felt convictions about measures needed to improve press performance in the field. All in all, the book is "must" reading for any thoughtful person who hopes to contribute to the solution of the problems Reston so authoritatively discusses.

Other Books Worth Noting: *The Human Dialogue; Perspectives on Communication* (Free Press, $8.95), an outstanding interdisciplinary anthology on communication as a physiological, psychological, and cultural phenomenon, edited by Floyd W. Matson and Ashley Montagu; *An Unhurried View of Copyright* (Columbia University Press, $5), an adaptation of three lectures on copyright history and reforms, by Benjamin Kaplan; and *Press Boners* (Pocket Books, paperback, 50 cents), a hilarious collection of typographical errors, compiled by Earle Tempel.

—ALFRED BALK.


Nikon F, the choice of photo journalists the world over, the earnest camera for people in earnest about photography. Available with standard prism reflex finder or interchangeable Photomic T thru-the-lens meter system. See your dealer for details, or write: Nikon Inc. Garden City, New York 11533 Subsidiary of Ehrenreich Photo-Optical Industries, Inc. (In Canada: Anglophoto Ltd., Montreal, P.Q.)
Today, there's almost no other choice.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Vietnam

Continued from page 34

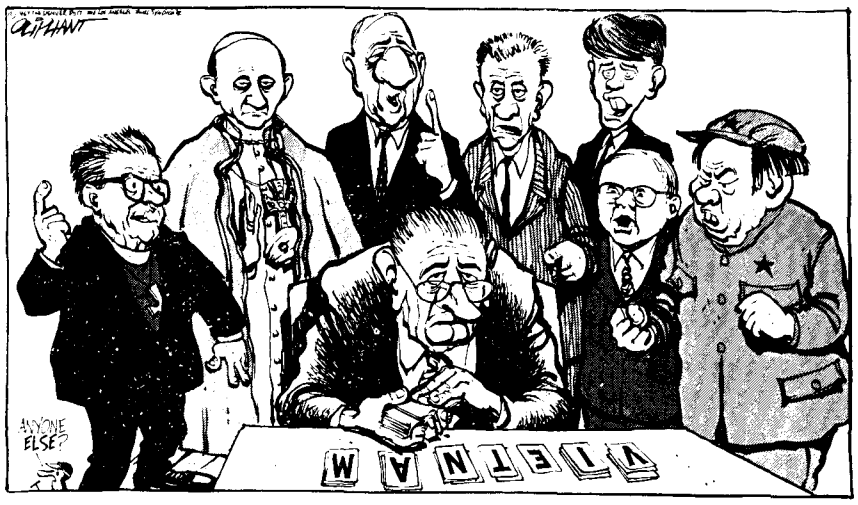
lines—and I had no doubt that many thoughtful men in the Pentagon and perhaps some not-so-thoughtful men in the Senate shared these ideas—there was nothing more strongly to be resisted than talk of peace or of ending the conflict in Vietnam. Each time peace talk arose it must be strongly rebuffed. We must not take yes for an answer. We might indulge in a little rhetoric to soothe the ruffled feelings of the world. But we must not let it interfere with the war. This must be remorselessly pressed and escalated to the limit. China must be compelled to intervene. According to this thinking, the very thing which Hanoi most feared—the possibility of Peking's moving volunteers over the frontier—was devoutly to be hoped for since this would enable us to trigger the nuclear offensive which would eliminate China from the map.

IT seemed preposterous to suppose that men like President Johnson, Secretary Rusk, or Secretary McNamara considered the war in such terms. I had no doubt that they were as eager as anyone to find a solution. But they were also determined that it would be a solution which would stand the test of time and trouble. They did not wish, having made so major a commitment of American treasure and manpower, having so deeply staked their prestige and reputation, to enter a cul-de-sac which would lead to another Panmunjom nor to embark upon a negotiation which would create a ramshackle settlement from which would emerge the next world crisis.

Skepticism was natural. Outright antagonism was another thing. There seemed to me to be one great difficulty about getting talks going. Both the United States and North Vietnam were still in the ring. Neither side was staggering toward collapse. The dangers which Hanoi envisaged were dangers of the future, not the present. In such a situation it was difficult for either side to give the ground which would make compromise possible.

Yet it was plain that the situation had reached precisely the point of development at which the most effective kind of solution could be achieved. It was not easy to end a war, and it was remarkably difficult to end one without laying the trail for a new war only a few years in the future. This we had done in our settlement of World War I. It was the ruthless terms ruthlessly imposed on the Central Powers which set the stage for World War II. I was not convinced that the unconditional surrender imposed upon Germany and

SOLITAIRE



U.S. Must Expand Viet 'Contact'

MANY Americans are disappointed that the recent worldwide spate of peace feelers and rumors, coincident with the six-day halt in American bombing of North Vietnam, produced no breakthrough to a truce or negotiations to end the Vietnam war.

The high hopes many held undoubtedly were unrealistic, in view of President Johnson's warning that none of the "feelers"—if that's what they were—included any "serious" offer from Hanoi to reciprocate if the United States halted its bombing.

Hanoi's offer to negotiate if the United States permanently halted its bombing of North Vietnam was a something-for-nothing deal. As Secretary of State Dean Rusk put it quite rightly, we were being asked to end our half of the war—and permanently—without any assurance, public or secret, that North Vietnam would de-escalate its half even temporarily.

No American official responsible for the lives of our troops in South Vietnam could accept that kind of deal.

Now that the bombing has started again, perhaps it is time to repeat that the only solidly hopeful sign we have seen in all the talk of the last month is President Johnson's revelation that "we are in contact" with Hanoi.

It is imperative that the United States widen and deepen that secret contact into a truly meaningful dialogue.

Recent events have strengthened our feeling that this war may end only after secret pre-negotiations between the United States and Hanoi have assured both sides that their essential interests do not conflict and can be attained in negotiations even if fighting ends.

At this point, Hanoi obviously does not believe the United States will get out and leave Vietnamese to settle their own problems peaceably if North Vietnam calls off its half of the war. We do not believe North Vietnam will leave the South Vietnamese to choose their destiny freely if we quit bombing the North and pull out. And there are good historical reasons for both parties to feel the way they do.

Yet we feel sure that (1) there is no basic conflict between these objectives, and that (2) secret talks could show both sides there is no conflict in aims. Such talks then could lead to some sort of scenario for formal public negotiations to work out arrangements by which both sides could attain their essential objectives.

IN FACT it might prove to be possible to work out soon a whole new diplomatic settlement for all of the Far East, including China.

If so, this dreary war could result in a settlement far more worthwhile than anyone a year ago could have dreamed. That, in our view, is what the United States should be aiming toward in expanding whatever contact with Hanoi now exists.

When those talks have borne real fruit, then a bombing halt will mean something—and Hanoi probably will be willing to reciprocate.

Reprinted from The Denver Post

Palmer Hoyt,
Editor and Publisher

THE DENVER POST
GROWTH TRANSFORMS DENVER
one of America's Great Newspapers

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Japan at the end of World War II did not contain the seeds of World War III, although this might have been averted by the extraordinary aid rendered by the United States. Yet in Europe many observers felt that if World War III came, Germany would again be the instigator and that the cause would lie in the World War II settlement.

We now were at a striking point in history in Southeast Asia. Hanoi had not been defeated. The United States had not been defeated. Each was conscious of the strength of the other. Each had suffered. But not irretrievably. We could, therefore, if we utilized our instincts for statesmanship, construct a settlement which would have the elements of equity, honor, and reasonableness and which might endure.

WERE we to follow the course of obliterating Hanoi, of hitting it with everything in the book, of driving North Vietnam back to the caves, would we not create a vacuum—even if we escaped nuclear war with China and/or the Soviet Union? Might we not then find ourselves with nothing but a vast gray land in which not even Marshal Ky would manage to reign supreme? What of neighboring Laos and Cambodia? Would not total defeat in Vietnam, even if obtainable, create a situation in which for a hundred years we would be committed to maintain costly and numerous garrisons to police the marches of the devastation which we had created, the vast and ever-growing jungles, uninhabited by man, beast, or bird, which would be our inheritance? These speculations arose inevitably as one pondered the alternatives.

To my way of thinking the arguments ran strongly toward an effort at negotiation. The task of negotiating a durable Southeast Asian settlement was difficult. But it was a fascinating one, the kind to evoke a challenge to any diplomat, the kind which would be a monument to the statesmanship of the man who accomplished it, something far beyond the transient triviality of so many postwar diplomatic settlements. This could be the foundation for a whole new epoch in Asia, one which would contribute to the strength and stability of a world which would endure whatever passing crises might come to China or even to India.

I hardly needed to think about the consequences which would flow from it: the release of American energies and resources to cope with the problems of Latin America and Africa, to turn once again to the raveled threads of Europe, to the critical negotiations over the atom, to the détente with Russia, to the world population explosion, and, finally, to the problem of China itself.

PERHAPS those generals were right who believed that the only way to deal with China was to atomize it. But I thought that there must be another way. China was the world's most talented nation, the reservoir of more human skills than any other existent, a people of infinite capabilities, possessor of the world's longest history and most complex culture, inventor of so many of the great technologies of the human era. Was it true that we could not find a way to live with China? Must the globe be turned into a poisonous desert because of China? I did not believe so. Surely America's heritage, Yankee ingenuity, and the democratic imagination of our great people could devise a better course.

Reporting a casualty—Local newspaper reporter (right) takes notes as Roman Catholic lay leader, holding injured child, describes recent bombing.

Theater

Continued from page 58

public's expectation to see something "Pinteresque," which conditions them to expect obscurity instead of the extreme clarity Pinter seeks. While it is flattering to know one writes with such originality that a word is coined to describe it, Pinter has come to loathe "Pinteresque," because it puts an additional burden on his writing, which becomes all the more difficult as the overblown publicity and overemphatic pinning down make him aware of what he is supposed to be doing and where he stands in relation to other writers. He tries to disregard all this and keep his obligation confined totally to the play in hand.

At a recent Drama Desk meeting that he and *The Homecoming*'s cast attended, someone asked what director Peter Hall meant when he said that performing Pinter is essential to the Royal Shakespeare Company's way of approaching Shakespeare. Paul Rogers proceeded to explain how playing Max had opened up a whole area of consciousness in him that helped him get at what some of his Shakespearean roles were all about. And Michael Craig, who plays Teddy, added, "Peter also has the idea that there is an inherent discipline in playing Shakespeare which is also there in playing Pinter. You cannot mess about with the text. You must say the line as it is written. You cannot make your own personal comment as an actor. You have to play it right down the line as you do in Shakespeare. You can't cop out. You can't paraphrase Shakespeare and you can't paraphrase Pinter."

AS they spoke, Pinter became more and more uncomfortable until he finally interjected, "I hope you all realize that I'm rather lost in this conversation."

One difficulty about discussing Pinter is that although he admits to a great admiration for Kafka and Samuel Beckett (more the novels than the plays), he regards himself as a conventional playwright. Perhaps this is why Noel Coward, who once referred to Beckett as "that phony," finds Pinter the only one of the new wave of British playwrights he enjoys. Says Mr. Coward, "Mr. Pinter is neither pretentious, pseudo-intellectual, nor self-consciously propagandist. . . . He writes with an unmistakable sense of theater."

However, there are some critics who charge that Pinter's work does not stimulate ideas, that it takes no point of view on social or political issues, and that his dialogue is often numb, inexpressive, deliberately vague, and spiced with meaningless verbal tricks.

Pinter aficionados claim that his showing the horror of society as it exists is

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

the most effective way of attacking it, and that his attack goes deeper than that of playwrights who pick at specific social targets. Admirers extol his ear for vocal rhythms that can weave ordinary phrases into an extraordinary and surreal whole.

As an actor turned playwright, Pinter makes no pretense at being an intellectual or a social revolutionary. He appears startlingly non-Bohemian and somewhat British middle class. He greatly enjoys his family, complete with a nanny who looks after his ten-year-old son. He is delighted with his successes and with having been able to purchase a house in London's Regent's Park. He was most pleased when the Queen awarded him an Order of the British Empire last spring. Underneath his British sense of correctness there is a passionate and deeply sensitive man with a fine sense of humor. However, where his work is concerned he can become so definite about the exact fulfillment of his images that he can seem like a razor. Indeed, one director described working with him in rehearsal by saying, "I felt I wasn't dealing with the author, but with the author's Doberman pinscher."

On the other hand, if one questions him about his own plays his replies can be delightfully humorous and illuminating. For instance, when asked what the malicious brother in *The Caretaker* did for a living, he says, "All I know is that whatever he did, he had his own van." Or when asked who the killers Goldberg and McCann worked for in *The Birthday Party*, Pinter answers, "I would say they worked for a large organization with an office completely above board."

Similarly, when we asked him about a couple of possible bits of symbolism in two of his plays, he made the following categorical reply: "I have never been conscious of allegorical significance in my plays, either while writing or after writing. I have never intended any specific religious reference or been conscious of using anything as a symbol for anything else. 'Mankind caught between the Old Testament God and the New Testament God' makes no sense whatever to me in relation to *The Caretaker*. The possible reference to Christ in the "They make a hole in my side" quotation from *The Dwarfs* never occurred to me. I certainly didn't mean it. However, I would remind you, on this question, that I live in the world like everyone else and am part of history like everyone else."

All this suggests that Pinter may have added depth and theatrical vitality to his writing by not being sure of what any of his characters will do beyond the present moment in the present play and by not permitting himself to become too consciously aware of specific sources or the possible interpretations a play may evoke from others. —HENRY HEWES.

CLASSIFIED

CLASSIFIED ADVERTISEMENTS are accepted for things wanted or unwanted; personal services; literary or publishing offers, unclassified elsewhere; miscellaneous items appealing to a special intelligent clientele; jobs wanted; houses or camps for rent; tutoring; ideas for sale. All advertisements must be consonant with the character of Saturday Review. Rates for a single insertion, 80¢ per word, 10-word minimum. Count 2 extra words for Box and Numbers. Rates for multiple insertions:—52 times 72¢ per word each insertion; 26 times 74¢ per word each insertion; 13 times 76¢ per word each insertion; 6 times 78¢ per word each insertion. Full payment must be received eighteen days before publication. We forward all mail received in answer to box numbers and submit postage bills periodically. Mail to be called for at this office will be held 30 days only. Address Classified Department, Saturday Review, 380 Madison Avenue, New York, New York 10017.

LITERARY SERVICES

MANUSCRIPT TYPING. Also tapes. Ambassador Office Service, 10 East 49th Street, NYC 10017. PLaza 5-1127.

MANUSCRIPTS PROFESSIONALLY TYPED. Tape recordings transcribed. STILLMAN ASSOCIATES, 1394 Third Avenue (at 79th Street), NYC 10021, TRafalgar 9-9177.

MANUSCRIPT TYPING. Proofreading. Reasonable rates. Beverly Brauer, 152 Center Street, Waverly, New York 14892.

JOB SEEKERS: Resumes aimed at the job you want. Reasonable. Box B-108.

RESEARCH, writing, translations, expertly done. All topics. Reasonable. Professional author. Box R-923.

SPEECHES, REWRITING, RESEARCH. All subjects. Three published authors. Box W-793.

BOOKS

FINE BOOKS AND FINE BINDINGS. Sets of famous authors in beautiful leather bindings, fore-edge paintings, color plate books, scholarly sets, art books, etc. Reasonably priced. One of America's largest collections of fine books. Fine libraries purchased. J. N. Bartfield, 47 West 57th Street, 2nd floor, New York City. 212-PL 3-1830.

DIFFICULT ACQUISITIONS? American? Oriental? European? Write Teekhai Book Acquisitions, 39 Hopedale Street, Allston, Massachusetts 02134.

OUT-OF-PRINT BOOKS SUPPLIED. Kendall Gaisser, Booksellers, 1242 Broadway, Toledo, Ohio 43609.

SAVE TO 84% on publishers' overstocks. Free catalogue. Reader's Service, 1060 Twin Silo Lane, Huntingdon Valley, Pennsylvania 19006.

BOOK ORDERING SERVICE—All current titles. Free catalogues. Book Shelf, Chester Avenue, Moorestown, N. J. 08057.

BRITISH BOOK BARGAINS—all subjects. Catalogues free. Wants solicited. Transbooks, Matawan, New Jersey 07747.

BIBLIOPHILES—Details regarding efficient yet inexpensive slipcases, write BOOK PROTECTORS, INC., Lake Helen, Florida 32744.

OLD-FASHIONED BROWSING BOOKSTORE. Over 250,000 volumes. 125 Main Street, Stamford, Connecticut, near thruway and railroad. M. W. F. & S. 10-4:30.

FRENCH BOOKS

THE FRENCH BOOKSHOP. 700 Madison Avenue (62nd Street), NYC 10021, where French books are sold exclusively. Mail order catalogue 80¢.

BOOKPLATES

FREE CATALOGUE—Many beautiful designs. Special designing too. Address BOOKPLATES, Yellow Springs, Ohio 45387.

OUT-OF-PRINT

TRULY INTERNATIONAL subject research. Libraries built. Details. Petelle, 4244 Armitage, Chicago, Illinois 60639.

TRANSATLANTIC BOOKSEARCHERS. Wants actively sought in England and America. Matawan, New Jersey 07747.

YOU NAME IT—WE FIND IT. Satisfaction guaranteed. INTERNATIONAL BOOKFINDERS, Box 3003-S, Beverly Hills, California 90212.

CAN'T GET IT, WE'LL FIND IT and fast. Free experienced service reaches 5,500 dealers weekly, if not in our large stock. Beacon Hill Booksellers, 1077 Massachusetts Avenue, Cambridge, Massachusetts 02138.

NAME THE BOOK. We'll get it! CHICAGO BOOK MART, P.O. Box 613, Chicago Heights, Illinois 60411.

ART

EXCITING ORIGINAL GRAPHICS, contemporary foreign artists: woodcuts, etchings, lithos; $3.50-$7 month by subscription. Information: Graphic Circle (SR), 68 Fifth Avenue, NYC 10011.

COMPUTER ART—Colorful . . . Intriguing . . . Free brochure. Sample $1.00. Box 1842, Charlottesville, Virginia 22903.

SCULPTURE CATALOGUE. Send for our new illustrated, informative catalogue, with a special section devoted to museum jewelry in replica. Mail 25¢ in coin to Brentano's, Dept. SR-48, 586 Fifth Avenue, New York, N.Y. 10036.

ART CAREER GUIDE for students, teachers, job hunters in art, design, architecture. Comprehensive information on schools, training, portfolios, resumes, interviews. 288 pp. $5.75. Watson-Guptill Publications, Dept. 1371, 2160 Patterson Street, Cincinnati, Ohio 45214.

RECORD MART

PLASTIC LINED INSIDE SLEEVES. Cardboard replacement covers, 78, 45 sleeves. Free details or samples, 50¢. Cabco, Dept. 207, 89 East Woodruff, Columbus, Ohio 43201.

MUSICAL INSTRUMENTS

NEUPERT HARPSICHORDS, CLAVICHORDS. Oldest, finest. Free catalogue. MAGNAMUSIC, Sharon, Connecticut 06069.

YOUR BACH becomes alive on a Sabathil harpsichord. Vancouver, Canada.

RENAISSANCE-BAROQUE instrument catalogue. Lute music. Lute Shoppe, Cedarburg, Wisconsin 53012.

C. BECHSTEIN. "The one best piano." PIANO IMPORTS, John Wanamaker Philadelphia 19101.

PERIODICALS

AMERICAN HAIKU magazine. Subscription—$3.00 yearly. Box 73, Platteville, Wisconsin 53818.

FOREIGN PERIODICALS

FRENCH, ITALIAN, SPANISH, German, British, Portuguese, Polish subscriptions to periodicals, newspapers—also books. European Publishers, 36 West 61st, NYC 10023.

COLOR SLIDES

35mm COLOR SLIDES, FREE Catalogue. Finest worldwide selection collected over 20 years. Wolfe, Dept. 7-47, Los Angeles 90025.

(Continued on page 98)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

CLASSIFIED

(Continued from page 97)

SCHOOLS

PINE CREST SCHOOL. Academic excellence in Florida. Fully accredited preparatory. Boarding, grades 7 to 12. Graduates enter leading colleges. Sports; pool. Beautiful new campus. Coed. 33rd year. Summer school, camp. Catalogue: Director of Admissions, Box S, Pine Crest School, Fort Lauderdale, Florida 33308.

STONEGATE SCHOOL for the retarded child and adult. Development of individual potential through coordinated program of academic, social, vocational and sheltered workshop training. Modern cottage style campus provides small group living accommodations and excellent recreational facilities. 55 rolling acres. Summer school/camp program. Write or call: Admissions Director, Wallingford Road, Durham, Connecticut 06422. Area code 203-349-3467.

GREEN VALLEY SCHOOL: college preparation of *drop-outs, underachievers, and other children in trouble.* Box 606Y, Orange City, Florida 32763.

SUMMER SCHOOLS

ADVANCED STUDIES. Anthropology, Creative Writing, Languages, Philosophy, Geology, Mathematics. Challenging sports—kayaking, mountaineering, riding. Art, Music, Drama. Coeducational 15-18. Write N.S. Peacock, Summer Session Director, Colorado Rocky Mountain School, Carbondale, Colorado 81623.

HINCKLEY SCHOOL SUMMER PROGRAM, Hinckley, Maine. Coed. Grades 5-11. July 5th-August 18th. Intensive review: Reading (developmental, remedial); Math; Grammar, Composition. Thorough testing, guidance. Superior staff, facilities. Recreational, social, cultural program for enrichment, fun. Director: J. S. Matlack, Jr., Box 41, Princeton, N.J. 08540. Tel. 609-896-0726.

BOSTON UNIVERSITY AT TANGLEWOOD—The Division of Music at Boston University will offer again this summer, in conjunction with the Berkshire Music Center, advanced work in Applied Music, Chamber Music, Composition, Voice, Music Education and a Piano Workshop. Faculty will include: Bela Boszormenyi-Nagy, Roman Totenberg, Leslie Parnas, Walter Eisenberg, Mac Morgan, Mary Davenport, Members of the Boston Symphony Orchestra and the composers in residence at Tanglewood. College credit offered. Write: Boston University at Tanglewood, Dept MP, 855 Commonwealth Avenue, Boston, Massachusetts 02215.

THEATRE AND DANCE AT TANGLEWOOD—Boston University Division of Theatre Arts offers professional work in Theatre and Dance at the Berkshire Music Center, Tanglewood. Courses in Acting, Dance, Movement, Seminar in Theatre. Faculty includes: Harold Clurman, Gene Frankel, William Gibson, Lloyd Richards, Elliot Norton, Ted Kazanoff, Muzon Law, John Watts, Joseph Gifford and Mary Anthony. College credit offered. Write Boston University at Tanglewood, Dept TP, 855 Commonwealth Avenue, Boston, Massachusetts 02215.

PAINTING AND DRAWING AT TANGLEWOOD—Boston University Division of Art offers a professional summer art school at the Berkshire Music Center, Tanglewood. Faculty headed by David Aronson includes visiting artists Walter Murch, Jack Levine and Jack Tworkov. Open to serious students at college level and exceptional high school students. College credit offered. Write Boston University at Tanglewood, Dept AP, 855 Commonwealth Avenue, Boston, Massachusetts 02215.

COLLEGES

ROYALTON COLLEGE—School of International Affairs. Four year program, International Relations. Emphasizing World Literature, Economics and Politics. Interest, ability and willingness to work stressed more than past performance. For further information, Director of Admissions, Royalton College, South Royalton, Vermont 05068.

COLLEGE PROGRAMS for men and women seeking 2-year associate or 4-year baccalaureate degrees in arts and sciences. Urban campus; new dormitories; renaissance city of Pittsburgh Trimester Plan: September, January and April. Write Box SR, Point Park College, Pittsburgh, Pennsylvania 15222.

COLLEGE DROP-OUTS: We concentrate on the educational redevelopment of selected students, including poor achievers, with unrealized learning potential. Educational Development Center, 23 Adelbert Street, Berea, Ohio 44017, Dept. SR.

ADULT EDUCATION

ENJOY LIFE WHILE LEARNING FRENCH as paying guest in friendly French family, central France. 10 years' experience. 7 weeks: $875 all inclusive from Paris to Paris. Write: Thevenin, Solignac, Haute Vienne, France.

FOR THE GOURMET

SENSATIONAL COCKTAIL SNACK, Brandywine's "Mushroom Nibbles." Ask gourmet, department stores. Norton Delicacies, New Milford, Connecticut 06776.

GOURMET FOODS for your table and gift giving. Exquisite selections. Request mail order catalogue. Bremen House, 218 East 86th Street, NYC 10028, 212-RE 4-2500.

HILL-BILLY COOKBOOK! 200 recipes direct from Dogpatch! Fried possum, snappin' turtle (!!), delicious cider punch, corn bread . . . $1.25. Granny's, Box 552, Miami Beach, Florida 33139.

PERSONALS

SEND FOR CATALOGUE—Fully Accredited Summer Sessions, Humboldt State College (one of 17 California State Colleges), Arcata, California. No special admission requirements (anyone can go to school in the summer); no out-of-state fee; no suffering in the heat. No smog. Temperature never over 80° all summer. No better place to go to school—150 course offerings. In the heart of the cool California redwood country on the Pacific Ocean. Special guests in writing, theater, art, biology. Special programs for teachers, biologists and high school students; also a children's program.

OLD LETTERS WANTED. Authors, scientists, military leaders, musicians, American statesmen, etc. Collections and important single items bought and sold. Especially interested in literary material. Catalogues issued. Walter R. Benjamin Autographs, 790 Madison Avenue (at 67th), New York 10021. 212-RE 4-3902. Established 1887.

OVERSEAS POSITIONS offer high salaries, free travel. Employers provide transportation and liberal vacations. Comprehensive new booklet, "Guide to Employment Abroad," covers all possibilities in sixty countries, all occupations. Includes exclusive "Directory of American Companies Overseas." Special reports on summer jobs, Government careers overseas, international organizations, medical work, teaching, librarian, secretarial positions, English language newspapers overseas, social work. Highly recommended. Only $1.00. Airmail 30¢ extra. Satisfaction guaranteed or payment refunded. Hill International Publications, P.O. Box 79-X, East Islip, New York 11730.

RECORDERS—FINEST MAKES. Largest music selections. Free catalogue. RECORDER CENTER, Amenia, N.Y.

SEEKING PEACE OF MIND? Free home study course in the Catholic Religion. PAULIST FATHERS INSTRUCTION CENTER, Dept. S, 21 East Van Buren, Chicago, Illinois 60605.

CATS FOR ADOPTION. All sizes, colors. Free. WAtkins 4-8493 NYC.

WE WILL FLY YOU anywhere, late model executive aircraft, will wait, or pick you up and fly you home. Reasonable rates. Metropolitan Air Service, Inc. 212-MU 6-3630.

LONDON (ENGLAND) THEATRE POSTERS—Antique Maps. List available. Box A-808.

SERAPE, PONCHO—Make your own of a 38" x 54" Irish handwoven fringed blanket, colorful, warm. Carol Brown, Putney, Vermont 05346.

REPAIRERS OF THE IRREPARABLE. Restoring China, Glass, Silver, Ivory, Tortoise Shell, etc. Hess repairs, 168 East 33rd Street, NYC 10016.

INFORMATION WANTED on any existing paintings or sketches by Dan Smith, formerly "Sun World." Box A-913.

IN CINCINNATI'S BEAUTIFUL, integrated neighborhood of Kennedy Heights, it's character that counts, not color. We enjoy excellent schools, city services, friendly neighbors. For housing information, write Kennedy Heights Community Council, 6446 McHugh Place, Cincinnati, Ohio 45213.

SOILED PEARLS? Jewelers use PEARL CARE! Finest chemical solution gently restores Oriental, cultured, simulated pearls to original luster. Satisfaction guaranteed. 8 oz. $1.50 plus 35¢ postage. Order today! Stratford House, Dept. S.R., P.O. Box 1961, Toledo, Ohio.

PERSONALS

BUYING A BOAT? Send today for free booklet, "A Checklist for Prospective Yacht Owners." Helps evaluate design, construction, day-to-day living features of fiberglass boats. From big things like hull construction to such important details as electrical wiring, interior furnishings, mast construction, quality of running rigging. 14 pages of valuable tips that just might save you a lot of heartaches . . . and hard-earned cash. Write: Pearson Yachts, R8 Burnside Street, Bristol, R.I. 02809.

EXECUTIVE ASSISTANT, female, 20 years solid experience, marketing, advertising, Public Relations. A rare find for busy top executive. New York City. SR Box A-934.

YOUR GLOBAL ADVENTURE. Largest journal of actual positions for teachers, administrators, students, librarians, scientists, etc. NOT just a list—includes specific U.S. and foreign positions open now. Includes summer jobs. Approved since 1952. RUSH $2.00 for current issue. Yearly membership $6.00. Manual, "How to Write a Resume," $1.00 or FREE with yearly. Advancement Institute, 171 North 9th Street, Brooklyn, N.Y. 11211.

COVERED WAGON MOVERS. *Competent, experienced,* insured. For estimate call Jerry McGruddy, ALgonquin 5-1788 NYC.

IF YOU WANT TO KNOW how Citizen Exchange Corps helps Americans find out if Russians have horns, send for FREE reprints of N.Y. Times articles and editorials telling about CEC, a nonprofit, tax-exempt foundation. These reprints tell how it brings together Americans and Russians of all ages and occupations to meet their counterparts in both the United States and the Soviet Union . . . and how you can participate in this program, which will lead eventually to exchange of Americans and Soviets to live and work in each other's country for 6 months to 2 years as a major step toward mutual understanding and survival. Write Citizen Exchange Corps, Dept. SR 4-8, 550 Fifth Avenue, New York, New York 10036.

FOOT COMFORT—Double deerskin moccasins, slippers, casuals, 50 styles. Free catalogue SR. Cottage Crafts, Rutland, Vermont 05701.

CHARCOAL PORTRAITS (8 by 10) from photographs. $10.00. Returnable. Dock McCall, Box 8536, Columbus, Ohio 43215.

POETRY CUSTOM WRITTEN. We offer all poetic services: methods, newsletter, club. Beaumier, 2320 West Grand Boulevard, Detroit, Michigan 48208.

ART. Create your masterpiece on mountain vacation. $60 weekly covers ALL. Barrett, Sewanee, Tennessee 37375.

FREUD and 8 other Personality Theories. Schematic analysis integrative Study Guide. $1.00 prepaid. Ralph Segalman, ACSW, Ph.D., 249 Viking, El Paso, Texas 79912.

RESEARCH, writing, translations, expertly done. All topics. Reasonable. Professional author. Alex White, Allenhurst, N.J. 07711.

FOREIGN EMPLOYMENT information. Construction, other work projects. Good paying overseas jobs with extras, travel expenses. Write only: Foreign Service Bureau, Dept. SR, Bradenton Beach, Florida 33510.

TOPICAL HUMOR SERVICE plus forty Joke Books, ideal speakers, emcees. Sample selection, $5.00. Catalogue free. Robert Orben, Atlantic Beach, N.Y. 11509.

THE ARTS CENTER at Goddard College is a time and place for serious-minded adults to do chamber music, painting, sculpture, ceramics, dance, drama, to work along with skilled artist-teachers. Stay for a week or more in July or August. For information write to Ray McIntyre, Director, Box S, The Arts Center, Goddard College, Plainfield, Vermont 05667.

JOBS ABROAD. Year-round and summer for young people. Send $1.00 for publication, JOBS ABROAD, containing applications, to I.S.T.C., 866 United Nations Plaza, New York, N.Y. 10017.

WHITE-FOOT COTTON MEN'S HOSE—for the man seeking comfort, style. Tops in black, blue, brown, charcoal. State size 3 pr/$5. Zenith Medical Products, P.O. Box 85, Forest Park, Illinois 60130.

RECORDERS (FLUTES) KUENG SWISS import. Coolsma, Purcell, $5, $8.95 up! Student Special. Corelli, $3.95; Recorder Music Methods, Guitar Music. Free Catalogue. 4-7-B, HARGAIL, 157 West 57th Street, NYC 10019.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

PERSONALS

TANGELOS—NAVEL ORANGES. All varieties grapefruit. Florida's finest. Free Brochure. We ship 48 states, Canada, Europe. Airport Fruit Shipper, Miami International Airport, Miami, Florida 33159.

34th WRITERS' CONFERENCE in the Rocky Mountains, July 23rd through August 4th, 1967. Outstanding Staff: Novel-Hiram Haydn; Nonfiction—David Lavender; Juvenile Writing—Lilian Moore; Short Story—William Peden; Poetry—William Stafford; Science Writing Workshop—Lorus and Margery Milne. Write: John H. Wrenn, Director, Hellems 122W, University of Colorado, Boulder 80302.

IS YOUR MONEY well invested? If not, (1) study mutual funds carefully, (2) compare fund for fund, (3) send for our folder, "We are a little different." Mutual Funds Advisory (nationwide service), 382 Miracle Mile, Coral Gables, Florida 33134.

MONTESSORI MATERIALS. The world's most complete catalogue of Montessori didactic materials and furniture. Handcrafted in Italy. Send $1.00 to: Montessori of New England, Inc., 7 Pond Lane, Arlington, Massachusetts 02174.

LEARN CONTRACT BRIDGE. Easy, enjoyable. Complete course thirteen lessons, $18.00. Satisfaction guaranteed. Contract Bridge School, Box 124, Chicago, Illinois 60690.

TOP CASH PAID for letters and documents of famous people. Immediate decision! Immediate payment. Ask TODAY for free brochure, "How To Sell Your Autographs." Catalogues issued. Charles R. Hamilton, 25 East 53rd Street, NYC 10022. 212-EL 5-3464-5-6.

FRESH FLOWER PERFUMES, hand blended, of exquisite fidelity to living flowers. Circular. May Cove, Mathews, Virginia 23109.

MERITORIOUS RESTORATION. Antique, Modern China, Ivory, etc. Sano Studio, 767 Lexington Avenue, NYC 10021.

"MEADOWLARK" retreat center in beautiful valley. Individualized program of counseling and creative activity for renewal, Write: Evarts G. Loomis, M.D., Friendly Hills Fellowship, Hemet, California 92343.

INFORMATION REGARDING LETTERS to or from Chief Justice John Marshall will be gratefully acknowledged by the Editor, Papers of John Marshall, Box 220, Williamsburg, Virginia 23185.

MUSIC MINUS YOU. Classical/Pop accompaniments. Over 300 background LPs. Free 32 page catalogue. Write Music Minus One, 43 West 61st Street, NYC 10023.

BOSTON HARBOUR 1769: Lithographed, hand water colored reproduction original British Navy chart, sailing directions. Historical, decorative, distinctive. Snapshot on request. Available also: Cape Cod, The Islands. Dziczek, 52 Salisbury Road, Watertown, Massachusetts 02172.

ASPEN WRITERS' WORKSHOP, Colorado, July-August. In residence: Andrei Voznesensky, Paul Blackburn, Sol Yurick, and staff. Brochure: AWW, 855 West End, NYC 10025.

ABSTRACT THINKERS! Enjoy the 21 Challenge Game-Kit of Mathematical Logic. $6.50 postpaid. FREE Prestige Gift catalogue available. The Elegant Touch, Box 725-SR, Englewood, New Jersey 07631.

EDGAR CAYCE STUDIES: Psychic Seminar, April 21st-23rd with Ruth Montgomery, others. Free brochure. A.R.E. of N.Y., 34 West 35th. 212-WH 7-3885.

UNUSUAL INFANT GIFT. Custom-made, high-insulation foam plastic carrying unit for formula. Perfect for trips. Not available in stores. Send $2.00 to BGA, Box 47, Stevens Point, Wisconsin 54481.

NEW YORK CITY APARTMENT, air-conditioned, fireplace, small salary, available retired man, exchange varied services. 212-OR 9-9565.

VERSATILE, WELL-EDUCATED MAN, 60, married, ability to meet public. Experienced estate and farm management, maintenance construction, etc. Seeks year round job, anywhere near the sea. Box B-13.

VASSAR STUDENT interested tutoring this summer with family going abroad. Experienced and interested. Box A-988.

PERSONALS

TOP DRAWER. Capable, enthusiastic, single female, age 30. Interesting background of extensive travel in the Orient, Europe, Central and South America. Knowledge of languages. Emotionally mature with a keen business and style sense and a flair for living. Seeks challenging and creative position with reputable firm. Human and Public Relations work a specialty. Box A-580.

FATHER'S HELPER, boy, 16, 2 years experience assistant counselor. Wants seashore summer job. Teach all sports. Box B-118.

WANTED: TEACHING POST, prefer NYC area, in creative writing or poetry and/or Whitman-Emerson For Modern Man; seminar method of class interchange, aimed at involving whole individual in life in depth; radical, affirmative, human-oriented. Write WILL INMAN, poet in residence, American University, Washington, D.C. 20016.

M.A. FRENCH, Radcliffe publishing course, university/secondary teaching experience. Available June. Box B-67.

COLLEGE GRADUATE, MALE, age 31, seeks challenging position USA or abroad. Wall Street; advertising background. Box B-81.

MAN, MARRIED, 42, 2 children. Seeking college teaching where doctorate is not necessary for tenure. Thesis adviser resigning. Sociology and/or Economics. Master's plus 69 semester hours. 13 years' teaching, 3 years' research. Box B-114.

EXPERIENCED, ADVENTURESOME photographer wanted to join cost and profit sharing Mediterranean, West Indies voyage aboard my sailing vessel. Box B-101.

RESPONSIBLE GIRL for children, European tour. Pam Livingston, Box B-91.

COLLEGE GRADUATE, FEMALE, desires summer position, mother's helper, secretary, traveling abroad with family. References. Box B-97.

ENGLISH COUPLE will take charge of motherless home. Wife will cook, care for children, husband will tutor, drive, garden. Box B-100.

DIALOGIST, MALE, 35, married, B.A., B.D., author. Experienced as retreat leader, ecumenical and parish group work. Position desired. Box B-96.

HOUSEKEEPER-GOVERNESS, professionally trained in child guidance, desires position in motherless home. Box B-107.

YOUNG WRITER, AFRICAN EXPERIENCE—Desires correspondent or other challenging West African position. Box B-94.

FEMALE TEACHER seeks position summer, traveling accompanying family, teenager. Box B-124.

YOUNG LADY, college senior with good art history background, wishes summer foreign travel with family as governess. Box B-116.

INTELLIGENCE OFFICER, 28, M.A. Government, university instructor, extensive academic and military Asian research and travel. Challenging employment desired. Box B-77.

IMPERTURABLE, MALE, 30, M.A. Psychology, experienced teacher, researcher, seeks 8 weeks' summer employment abroad. Consider anything. Box B-86.

COLLEGE INSTRUCTOR, English Ph.D. candidate, desires summer employment. Box B-120.

MUSIC FAVORITE of lively cultural interests; B.A.; traveled; languages; writing, public relations experience; unique Ivy background. Single woman, 50, seeks stimulating position. Box B-84.

ARTIST, TEACHER-WRITER, female, desires position cosmopolitan area. Box B-149.

BIBLIOGRAPHIC, reading proofs, historical research jobs wanted. Vassar graduate. Apt. 8, 2345 Post Street, Jacksonville, Florida 32204.

ADMINISTRATIVE ASSISTANT or executive secretary, female, seeks responsible position. Own correspondence; no steno, no dictaphone. Top level London and New York experience in book and newspaper publishing, PR, personnel. Box B-138.

MALE, 27, SINGLE. A.B. English; four years eclectic graduate study. Extensive travel: Africa, USSR, Europe, etc. Adaptable, highly creative. Seeks interesting summer employment. Box B-150.

EMPLOYMENT OPPORTUNITIES

COMMUNITY COLLEGE Library Consultant, $10,001-$12,632, Public Library Building Consultant, $9,020-$11,484, Public Library Film Program Consultant, $9,020-$11,484, Reference, cataloguing, and library for the blind librarians, $7,057-$9,375. All positions require M.S. in L.S. degree. Consultants must also have pertinent or related professional library experience. Lansing is an educational and governmental center in the heart of Michigan Water Wonderland. Write Mrs. Ruth Frame, Michigan State Library, 735 East Michigan Avenue, Lansing, Michigan 48913.

EXPERIENCED STENOS, TYPISTS work temporarily for Manpower Inc. High hourly rates. See telephone directory for address in your city.

TEACHING OPPORTUNITIES available in southern Florida. 1967-'68 in all Elementary and Secondary subjects. Contact: Personnel Department, Monroe County Schools, P.O. Drawer 1430, Key West, Florida 33040.

NOTICE TO RETIRING TEACHERS—Anyone interested in touring the world with a two year stop at International School Bangkok, for professional teaching service, please forward application and credentials to: Superintendent's Office, International School Bangkok, P.O. Box 11/105, Bangkok, Thailand.

TEACHERS AND ADMINISTRATORS: The Abbott Teachers Agency has specialized for 50 years in educational placement: Private and Public Schools; Junior-Senior Colleges. Brochure on request. 120 Boylston Street, Boston, Massachusetts 02116.

COMMUNITY ACTION IN APPALACHIA: Master of Arts in Community Development, Social Science, Social Work, Education. Realistic salaries. Let us put you in touch with these interesting, challenging, and responsible positions. Contact: Talent Bank, Council of the Southern Mountains, Inc., College Box 2307, Berea, Kentucky 40403.

INTERESTING, INDIVIDUALIZED SKILL TEACHING. College and Secondary. Liberal Arts or Education, B.A. minimum. Single, travel. Enjoy working independently. Start June or September. Interviews NYC area. Reply SR Box A-528.

TEACHERS—EXPERIENCED: Chicago suburban high school district needs teachers in all subjects except music. Contact: Ralph J. Frost, Jr., Assistant Superintendent, Maine Township High School District No. 207, Dempster Street and Potter Road, Park Ridge, Illinois 60068.

ASSISTANT EDITOR for magazine rewrite, proofreading, editorial skills. Knowledge of Israel, Judaica, Hebrew fluency desirable. Send resume Hadassah, 65 East 52nd Street, NYC 10022.

ELDERLY LONG ISLAND RESIDENT, male, will employ lady to drive, type, live in. Submit personal data, Box B-69.

GOVERNESS-HOUSEKEEPER—New Hampshire doctor needs help with raising pre-school daughter. Private 3 room apartment plus salary. Lady with small child ideal. Resume plus references. Apply Box B-75.

SUMMER—EUROPE—Leaders for student groups—experience traveling in Europe—teachers preferred. Also assistants—travel experience unnecessary—partial scholarship. Box B-112.

EXECUTIVE DIRECTOR. State Arts Commission. State of New Hampshire seeks an experienced man with Bachelor's degree to direct varied programs in music, visual, and performing arts. Organizing ability and energy are essential. Director will work with State Arts Commission but will have considerable latitude for individual initiative. Salary to $10,500. Send resume to SR Box B-90.

KEY SUPERVISORY POSITIONS in long established private Maine girls' camp. Group Heads (2), and Head of Athletics. Camp experience prerequisite. 25+. Working couples considered. Also openings for camp craft, tripping, sailing, and modern dance. Camp Mataponi, 541 Queen Anne Road, Teaneck, N.J.

(Continued on page 100)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

CLASSIFIED

(Continued from page 99)

HOUSES AVAILABLE

For Sale

BERKSHIRE GEM. Livable and lovable. Charming setting. Ideal for year round country living. Tastefully restored 3 bedroom Cape Codder. All utilities. Attractive outbuilding contains garage, workshop and party room. Amount of land optional. Box A-975.

MOVING TO CLEVELAND? A special way of living in the Lomond Community of Shaker Heights . . . Nationally recognized schools. Twenty minutes to downtown by rapid transit. Near University Circle, Cleveland's cultural heart. A mature, cosmopolitan community. Fine homes from $20,000 to $35,000 . . . THE LOMOND ASSOCIATION, 16800 Chagrin Boulevard, Shaker Heights, Ohio 44120. 216-295-1373.

MONADNOCK REGION. Southern N.H.—Retirement. Village-edge, Cape type bungalow. Approximately 4 acres. 6 rooms, bath. New artesian well. New heating plant. Garden and lightly wooded areas. $19,500. George M. Foster, Real Estate, Francestown, N.H. Tel: 603-874-2268.

MOVING TO CHICAGO AREA? . . . Regal and charming French Normandy home in lovely prestige area of Glen Ellyn, 30 minutes from Chicago's loop. From the hand-split shake roof to wild garden with gravel paths, blue stone benches and patio, you will be enchanted. 4 bedrooms, 2½ baths, 2 fireplaces, beamed ceiling living room, full basement, 2 car garage, central air-conditioning, underground sprinkler, breathtakingly beautiful 150 x 239 lot in town. $97,500. C. Boardman Company, Glen Ellyn, Illinois. Phone HO 9-1020. Toll free from Chicago 378-6718.

6 ROOM COTTAGE, attic, basement, fireplace, sunroom, near Belgrade Lake. $10,000. Joseph Roy, Realtor, Waterville, Maine.

For Sale—Furnished

MAINE CAPTAIN'S HOUSE overlooking Rockport harbor. 5 bedrooms; all modern utilities. Rented. $12,000. SR Box A-8.

JERSEY—Coast Guard Station. Fascinating, rugged, spacious. $25,000. Julstedt, Bushkill, Pennsylvania.

MAINE—SETTLE ESTATE. 150 year old house, completely modernized, oversized garage and studio attached. 10 acres. Private road, 750 feet ocean frontage in Tenants Harbor area. $48,500. SR Box B-103.

For Rent—Furnished

HOT SPRINGS, VIRGINIA, new cottages overlooking lake and mountains. Private estate with air field, trout, bass fishing, deer, bear, grouse and turkey hunting. Skiing, skating, swimming, tennis, golf and riding at nearby world-famous Homestead Resort Hotel. Call or write for brochure: Clinton M. Hester, Shoreham Building, Washington, D.C. 202-347-2836; 703-522-1451.

VERMONT—efficiency apartment, chalet or cottage. 150 acres, pond. Mont Scieur, Chester, Vermont 05143.

BROOKLYN BROWNSTONE in Cobble Hill, 10 minutes to Manhattan. Spacious 7 rooms on two floors, 3 bedrooms, garden 20 x 48. Available June 17th to September 15th. Asking $400 month. Maid available. SR Box B-132.

BERKELEY, CALIFORNIA—3 bedrooms, in hills, view, fireplace, handsome. $225. Lawson, 389 Gravatt.

BERMUDA SEASIDE HOUSE, Paget. 2 bedrooms, maid. $100 weekly. 212-OR 9-3326.

CARMEL, N.Y. 55 miles Manhattan. Studio home, central heating. Suitable 1/2 adults. Long season. References. 914-CA 5-4477, SR Box B-104.

HOUSES AVAILABLE

For Summer Rental

PLEASANTVILLE, N.Y.—Charming, 6 rooms. Private road, secluded acre. 5 minutes village, 1 hour NYC. June 15th-September 15th. $1,000. SR Box A-908.

MAINE, THOMPSON LAKE. Log lodge—4 bedrooms, family room 50 x 20, electric kitchen. Snapshots. Golf near, one hour Portland airport. $600 month. SR Box A-866.

EAGLENEST—July 15th through September 15th. Private Adirondack cottage on upper Saranac Lake, N.Y. 2 hour drive to EXPO '67. 2 weeks, $275. P.O. Box 119, Sewickley, Pennsylvania 15143.

VERMONT FARMHOUSE in lovely mountain country. Swimming on premises. $125 week, $100 succeeding. Brochure. Robert Hall, Starksboro, Vermont 05487.

BEAUTY, SECLUSION. Rogers Rock Club on Lake George, Ticonderoga, New York. Fully equipped housekeeping cottages, mile and half shoreline. Swimming, Tennis, Casino with pool and pingpong. Children welcome. Box B-134.

NORTHERN VERMONT. Architect's 5 bedroom farmhouse, completely furnished, Piano, dishwasher. Private swimming. July only. Box B-130.

PENOBSCOT, MAINE—5 room saltwater farmhouse. Conveniences. Box B-87.

4 ROOM COTTAGE—Lake Champlain. Ruth Everest, Vergennes, Vermont.

CLARK ISLAND, MAINE. 68 acre farm. 3,000' saltwater cove. $75 week. Robertson, 3219 Cherry Hill Lane, N.W., Washington, D.C. 20007.

WASHINGTON RESIDENCE—Woods, twenty minutes downtown. Inexpensive. Responsible tenant. May-September inclusive. SR Box B-110.

ISLAND—8 rooms, comfort, electricity, Frenchman Bay, Maine. Glorious June-August 15th. SR Box B-93.

SECLUDED 3 ACRE ESTATE overlooking Setauket harbor Long Island. 5 bedrooms, 3 baths, all facilities, sailboat. June 15th through Labor Day. $1,600. 516-751-3204.

HOUSES WANTED

Unfurnished

SATURDAY REVIEW CHICAGO MANAGER wants 4-5 bedroom house of pleasing proportions, generous room sizes—Barrington, Lake Forest or Lake Bluff. Phone Dick Sullivan, 312-321-1400, or write Suite 830, 401 North Michigan Avenue, Chicago, Illinois 60611.

For Summer Rental

ADIRONDACK VACATION PROPERTY. 3 Saranacs or similar waterways, undominated by motor boats. Box B-92.

HOUSES FOR EXCHANGE

HOLIDAY HOME EXCHANGE BUREAU will arrange between reputable approved people. Write Box 555, Grants, New Mexico 87020.

MEMBERS EXCHANGE HOMES for rent free vacations. Write: Vacation Exchange Clubs, 550 Fifth Avenue, New York 10036.

APARTMENTS AVAILABLE

For Rent

CHEERFUL, 1 BEDROOM APARTMENT, unfurnished, 7 blocks Library of Congress. $165. Box B-131.

APARTMENTS AVAILABLE

For Summer Rental

NYC. 3 bedroom apartment on Hudson near Columbia. June 15th-September 15th. $200 month. Box B-98.

NYC-CENTRAL PARK WEST—8 rooms, June 15th-September 15th, all appliances, air-conditioning. $500, maid available. Tel. 212-UN 5-5383.

COLUMBIA UNIVERSITY AREA. 2 bedrooms, piano, air-conditioner, dishwasher. Box B-102.

APARTMENT WANTED

Unfurnished

SR STAFF MEMBER seeks 1½ room, clean, reasonable, unfurnished apartment on upper East Side Manhattan. May or June occupancy. Box A-907.

ROOM WANTED

WOMAN, mature, active, room, kitchen privileges. Manhattan East 35th-86th Street, SR Box B-111.

PROPERTY FOR SALE

GORGEOUS WOODED 10 ACRES (approximately), abutting stream. Ideal site for single residence. Rural estate area. Limited time $32,000. P.O. Box 118, New Milford, Connecticut 06776.

AT ASPEN and all western Colorado recreational wonderlands—offering acreages, homes, condominiums, business opportunities, ranches. Tri Aspen Realty, Box 1831, Aspen, Colorado 81611.

SENECA LAKE. Beautiful 1-2 acre sites. Excellent fishing, swimming, trees, trails, views, good roads, privacy. Allen Pomeroy, Ovid, N. Y. 14521. Phone 607-869-5964.

LARGE STORE AND APARTMENT suitable for conversion to ski lodge. Slope five minutes away. Southern Maine. Kennedy, 207-743-2167.

NORTHEAST MINNESOTA PANORAMIC VIEW 600 feet above magnificent Lake Superior. 124 acres finest deer hunting, trout fishing. Beautifully designed, 5 bedrooms, 2½ baths, spacious country home, matching stable, playhouse, huge fieldstone fireplace, kitchen fireplace, quarry tile floors. Swimming, badminton, bridle paths. Price range $65,000. Box B-76.

BUSINESS OPPORTUNITIES

BOOKSTORE in rapidly growing northern Michigan tourist and convention center. Store exceedingly well established. Box A-995.

SKI-TOWN USA. Der Steinkeller Rathskeller-Restaurant. Rental properties. Box L, Steamboat Springs, Colorado.

CAMPS FOR SALE

LAKE TEMAGAMI, ONTARIO—Boys' canoe camp—location unexcelled, owners retiring. Wigwasati, Box 1185, Tavares, Florida.

CANADIAN CAMP PINECLIFF for twenty girls. 8 acre island, finest equipment. H. H. Grafton, Tavares, Florida.

CHILDREN'S CAMP, Newfound Lake, Bristol, New Hampshire, $44,000. Contact Bement School, Deerfield, Massachusetts 01342.

CAMPS

GROVE FARM WORKSHOP in the HUMANITIES. Co-educational-integrated; ages 14 through 18. Study creative thinking through literature, history, music, drama, and MATHEMATICS in HUMAN CULTURE. Work projects; recreation. June 25th-August 6th. B.S. deFrees, Director, North Rumford, Maine 04278.

THE ROCK provides a summer of venturesome concerns and adventurous activities. An intimate atmosphere with activities young people 11-17 would expect to find at a camp plus another dimension. RFD, Williamsburg, Massachusetts. 413-268-7069.

MONTANA OUTDOOR EXPERIENCE in Lolo National Forest. Supervised by U.S. Forest Service trained adults. Boys 12-17. 2, 4 or 6 week program. Box B-71.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

CAMPS

MEXICO—Picturesque, Colonial Taxco. Boys 11-13. 6 weeks. Our summer in Mexico provides a rewarding and cultural experience for only 12 subteens. A creative noncompetitive program geared to age and interests combines a stimulating camp program plus travel in a foreign country. Conversational Spanish, Music, Art, Sculpturing, Social Activities. Professional staff of 5. Camp Del Solar, phone or write C. Polk, 45 Lake Shore Drive, Eastchester, N.Y. 914-DE 7-5792.

PARENTS—UNIQUE ADVISORY SERVICE. Independent schools, summer schools, travel/study programs and private camps. All have been visited, personally evaluated. Write, indicate child's age, grade, interests and educational needs. Free recommendations made and 288-page, 26th annual Educational Register sent to you without obligation. Vincent-Curtis, Room 202, 224 Clarendon Street, Boston, Massachusetts 02116.

HAS YOUR TEENAGER OUTGROWN "CAMP?" Vagabond Ranch, Granby, Colorado, ranch-travel-work program provides constructive adventure, boys 13-17. 21st summer. Separate western travel program girls 14-18. Charles D. Pavek, Washington, Connecticut 06793.

SUMMERLANE CAMP: freedom, love, work and joy. Box 25Y, North Branch, New York.

LAC DU FLAMBEAU, WISCONSIN. The Adventurers' Camp for Boys. Established 1930. 80 boys, 8 through 15. 7 weeks $600. Wilderness canoe and fishing trips. All land and water sports. Tutoring. Outstanding staff. Write Capt. L.R. Claud Robinson, 1564 Forest Avenue, Highland Park, Illinois.

GOLDEN ARROW in Sunapee, N.H., offers a personal noncompetitive approach where campers from varied backgrounds use the wilderness setting in creative living experiences. A balanced program from log-cabin building to music and photography. Bruce Charpentier, 35-54 88th Street, Jackson Heights, N.Y. 11372.

D-ARROW CANOE TRIPS—60 boys. 11-18. Five age groups. Separate survival and ecology groups. On Grand Lake, Maine. Seven weeks. Lake, white water, mountain trips: Maine. Quaker leadership. George S. Darrow, 780 Millbrook Lane, Haverford, Pennsylvania 19041.

THE ROOTABAGA COUNTRY. A nation of 50 children, 6-13, self-governing under mature staff. Fun and adventures start with unusual musical, dramatic, and craft activities and extend to the deep woods of the Green Mountains. Explorations in mathematics. Wenonah and Michael Powsner, TRUMBULL HILL, Shaftsbury, Vermont 05262.

CAMP CHOCONUT—Constructive Fun. 50 boys (9 to 14) learn to develop and rely on their own resources while living together. Basic program. Nothing fancy. Camping out, work projects, carpentry, nature, farm animals, private lake, relaxed sports. 17 miles south Binghamton, New York. Booklet. S. Hamill Horne, Box 33R, Gladwyne, Pennsylvania 19035.

HIGH/SCOPE—11-16. Arts, science program challenges intellect, talent, initiative. David Weikart, Ph.D., 1305 Sherman, Ypsilanti, Michigan 48197.

THE FRENCH CAMP at Peter Pan Farm. Voluntary French lessons by Frenchman. Voluntary farm chores. Elaborate Arts-Crafts department. Music, Drama. Horseback riding, filtered swimming pool, tennis court, sports, international staff—campers. Coed, ages 5-16. Relaxed, noncompetitive family atmosphere. Aart & Johanna Vos. Phone: Woodstock, N.Y. 12498. 914-679-6936.

ARROWHEAD READING CAMP for Boys, Minocqua, Wisconsin. Remedial, Developmental Comprehension and Speed. Land and water sports. Effective results. SR Box A-805.

ADIRONDACK WOODCRAFT CAMPS. Boys 7-18. Six age groups. Private lakes near Old Forge. Pack-horse; Canadian canoe trips. Riding, riflery, fishing, tutoring. Nurses. 42nd year. William Abbott, Box 2385, Fayetteville, New York 13066.

CAMP BIOTA—Six weeks exciting fun and knowledge. Limited enrollment. Boys 9-14. Natural science for academically talented. Private lake, cabins. Wilderness survival, creative indigenous crafts, canoeing, fishing, swimming, archery, riflery, riding. Professional staff. A.C.A. Phone Nashville 766-2494. Write Dr. and Mrs. Forrest S. Evans, Joelton, Tennessee 37080.

IDEAL FOR FIRST TIME CAMPERS: Appel Farm Art & Music Center for Children, Elmer 24, New Jersey 08318.

CAMP CONSULTANTS: Since 1939 we have helped parents in selecting the right Private Camps. No charge at any time. Visit, telephone or write in detail. THE ADVISORY SERVICE, 500 Fifth Avenue, NYC, N.Y. 10036. 212-PE 6-1660.

RETIREMENT LIVING

ALL YOUR RETIREMENT NEEDS in one place! Crestview Club Apartments . . . most complete apartment-type building in the eastern United States. Located in suburban, residential Toledo, Ohio. Good companions, good food, good surroundings, good health care . . . near shopping . . . public transportation. Attractively landscaped, 80 acres, 9-hole golf course, gardens. Come and go as you please. And now . . . Lake Park Nursing Care Center, providing extensive health care for the convalescent patient. Life lease and monthly fee plans available. For complete information, write Director, Crestview Club Apartments, 5330 Harroun Road, Sylvania, Ohio 43560.

VACATIONS

PATAGONIA, ARIZONA, Circle Z Ranch. Ultimate in riding, birdwatching, sun, siestas.

BAREFOOT ADVENTURE is yours in casual Driftwood Inn. Poolside dining, bells, wrought iron, oceanfront balconies. In lush Vero Beach, good golf, fishing. Write The Driftwood Inn, Vero Beach, Florida 32960. Or call 305-562-5920.

SERENE OUTER ISLAND, small quiet inn. The Golden Gull, Monhegan Island, Maine 04852. June-October.

GURNEY'S INN . . . For the fortunate few who can afford the very best. Write for brochure. Dept. 1, Gurney's Inn on the brink o' the beach, Montauk, L.I. 516-MO 8-2345. Open all year. Keepers of the Inn, Joyce and Nick Monte.

THE SEASIDE, on unspoiled Longboat Key, Florida. New year 'round family resort on private Gulf beach. Folder, rates upon request.

HERITAGE HILL INN, Holland, Massachusetts. Hills, lakes; snug beds; food aplenty. Brochure. Telephone: 413-245-7728. Write: Sturbridge, Massachusetts 01566.

GO GAUGUIN! Caribbean mountain studios. Congenial atmosphere. Hammond, Naguabo, P.R.

HOTEL PLAYA MAZATLAN. Beautiful, safe, tropical beach, quiet resort, best international cuisine and service. Write for information to Hotel Playa Mazatlan, Apartado 207, Mazatlan, Sinaloa, Mexico.

TIKI—YOUR TROPIC ISLAND HOME, Sanibel Island, Florida. Private cottage, Gulf beach. Ideal swimming, fishing, shelling. Rent week, month, season. Brochure. L.I., MAyfair 1-3252. SR Box A-90.

FAMILY VACATIONS! ALOHA MANOR. Vermont lake. CAMP: sleepaway or day. Excellent counselors. Pony. ADULTS: canoe trips, sailing, skiing, cookouts, tennis, fabulous meals. Cabins or housekeeping. Nearby: golf, auctions, summer stock. Mrs. Gulick Pierce, 531 East 20th, NYC 10010.

DOUBLE K MOUNTAIN RANCH, Gooseprairie, Washington. Wilderness vacation: riding, hiking, fishing, superb meals. Adults. September pack trips.

FLORIDA KEYS — ISLAMORADA. Box 222R, Drop Anchor Resort Motel. AAA. Relaxed oceanfront tropical living. Efficiencies. Pool. Brochure.

SEASHORE RESORT—one of the world's greatest. On picturesque, landscaped acres. 18 hole championship golf course. Heated swimming pools. Championship tennis. May through October. Write The Wentworth, Dept. 23, Portsmouth, N.H. 03801.

GREEN SHADOWS INN, Old Lyme, Connecticut, reopens April 15th.

LET NEVIS, our island, become YOUR island! Caribbean Leewards. Constant trade winds. THE MONTPELIER. Chalet accommodations: Off-season $15 Single/$26 Double (American Plan). Brochure, reservations: P/B Reinhold, 27 Prospect Park West, Brooklyn, N.Y. 11215.

RESPITE FROM REDUNDANCY: Cliffs of Maine, the blue Atlantic, a full-circle horizon, stars for streetlights. The Island Inn, Box S, Monhegan Island, Maine 04852.

SAIL AWAY ON SHENANDOAH. 5 glorious days of romantic adventure along the warm southern New England coast. Good food, comfortable accommodations on new 108-foot topsail schooner. COASTWISE PACKET, Dept. 29, Vineyard Haven, Massachusetts.

CAMPERS! ROUGH IT (GENTLY!), without crowding in campsites. Savor peaceful beauty of wooded island, unspoiled lake, Eastern Ontario. Cottages, $45. Box B-68.

VACATIONS

WOLFEBORO—The Oldest Summer Resort in America. On beautiful Lake Winnipesaukee. For FREE illustrated, informative brochure write Dept. 3, Chamber of Commerce, Wolfeboro, N.H. 03894.

GASCON RANCH. Rociada, New Mexico. Southwestern hospitality midst Alpine surroundings.

COOL AND CAREFREE by the clear blue lake. Private cottages with fireplace or lakeside chalet rooms. Tennis, sailing, Sauna, water skiing, canoe trips and lobster bakes. Children and pets, yes. AAA. Write Chute Homestead, Box S, Naples, Maine 04055.

MARTHA'S VINEYARD ISLAND. Escape to island pleasure for charm, beauty and friendliness. Lovely old harbor towns, breathtaking scenery, cameo beaches, whispering ocean, towering cliffs, amiable living, all sports. Hotels, cottages, efficiencies, motels, guest houses. Tell us your needs, arrival, length of stay. Martha's Vineyard Information, Vineyard Haven 4, Massachusetts.

GOOSE COVE LODGE on Deer Isle, Maine. In East Penobscot Bay. Sailing, fishing, hiking and picnics. Trained naturalist for nature lovers. An artist's paradise. Write for brochure. Dr. R. A. Waldron, Owner-Manager, P. O. Sunset, Maine 04683.

SAN FRANCISCO ON A BUDGET? Charming, centrally located. Hotel Beresford, 635 Sutter Street.

UNCOMMERCIALIZED LAKE, MOUNTAIN RESORT. Brochure. Weld Inn and Motel, Weld, Maine.

NO CROWDS, NO NOISE, no smog, no gimmicks. No motorized cowboying either—our beautiful hills are much too wild and rugged. Eagles, deer, wild turkeys. Superb food, horseback riding, open fires, a relaxed, informal atmosphere. Richardson Hereford Ranch, Crawford, Nebraska 69339. Telephone 111M1.

JAMAICA, OCHO RIOS AREA. Where it is cool throughout the year. Three Villas on sea— different locations. Adults only. Strictly American Plan. Write Resort Villas, P.O. Box 299, Kingston, Jamaica.

THE YODLER, Stowe, Vermont. Marvelous fun, quiet relaxation. Heated pool.

ENJOY THE SPRING NOW at historic Mimosa Inn, Tryon, N.C., Box 1120. Brochure.

PUBLIC SQUALOR?—Tired of vacationing in public? Your neighbor's radio? Exhaust fumes? Washing dishes? Try BACK LOG CAMP in the Adirondacks. No roads, no electricity. Come by water—sleep on good beds in large airy tents—eat fresh food served family style. One to three day guided canoe and hiking trips offered. Cultured company. All ages. Brochure. Mrs. Henry J. Cadbury, Haverford, Pennsylvania.

OGUNQUIT. Famous summer vacation center. Magnificent beach, majestic cliffs, camera fans' dream. Many activities. Artists' colony, summer theater, deep-sea fishing, golf, movies. Hotels, guest houses, motels, cottages, restaurants. For Information write Information Bureau, Dept. 15, Ogunquit, Maine 03907.

WINDHAM HILL FARM—Quiet country inn—good food. Folder. West Townshend, Vermont 05359.

MEXICO! ONE MONTH $149 per person, double occupancy. HOTEL SPA PENAFIEL, Tehuacan, Puebla. Includes breakfast and dinner daily—free golf—swimming—tennis—other sports. Only 3 hours from Mexico City. Shorter stays available at equally low rates. Transportation not included. For details write Hotels Mexicanos Dubin, Genova 56, Mexico 6, D. F.

TIME MACHINE—Turn back the clock in authentic 1814 coaching inn in exquisite, tiny, northeast Connecticut village. Gourmet meals, Saturday orchestra. Any 2 nights, 2 dinners, 2 breakfasts, 1 luncheon, charming room, $24. ($20 with detached bath.) Vernon Stiles Inn, Thompson, Connecticut.

CANOE TRIPS OUTFITTED—everything furnished, $7.50 daily. Beautiful wilderness country. Free information: Border Lakes, Drawer 569, Ely, Minnesota.

NANTUCKET, fascinating island 30 miles at sea, only one hour by air from New York or Boston: White sand beaches, surf bathing (water averages 72°), golf, sailing, all your favorite sports, varied entertainment. Modern hotels, inns, guest houses. Excellent restaurants. Free illustrated booklet. Information Service, 25D Federal Street, Nantucket, Massachusetts 02554.

(Continued on page 102)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

VACATIONS

(Continued from page 101)

ASPEN, COLORADO'S HEATHERBED LODGE offers magnificent High Country riding, trout fishing, Alpine flowers, birds, beauty. Write Box 530-S, Aspen, Colorado 81611.

VACATION HOUSEKEEPING COTTAGES—"Conifer," Lake Kezar, Lovell, Maine 04051. Secluded, modernized, private beach. $125 per week.

EUROPE. Rent an apartment or house for your vacation. Box A-887.

VACATION WORKSHOPS

PAINTING IN THE MOUNTAINS. Top instruction. Excellent food. Breathtaking location. Brochure: Blue Ridge Art Studio, Route 7, Roanoke, Virginia 24018.

STUDIES ABROAD

EDUCATION CONTINENTALE offers counseling, selecting schools, homes abroad; also conducts summer studytour: European camps, boarding schools, families, sightseeing. Learn languages quickly, combine fun, work. 5863 Birch Court, Oakland, California.

GERMANY—Stimulating Academic Year Program for American college students. American credits. September-June, in castle near Stuttgart. Write: Schiller College U.S. Office, Mrs. Hannah Busoni, Director, 127 West 56th Street, Dept. S, New York 10019.

SUMMER STUDIES ABROAD

FRANCE EN FAMILLE—an effective and pleasant way for High School boys and girls to improve their French while living with a French family and traveling in France. For information: French Language Community, 3 Channing Place, Cambridge, Massachusetts 02138. Telephone 617-354-8093.

"NOW, ABOUT STUDENT TRAVEL—Illusions, Myths and Realities." Remember—the author of this intriguing, illustrated booklet conducts even more intriguing programs in Europe. For travel or study or family stays . . . small groups . . . leisurely pace . . . lively, flexible programs . . . leaders of caliber, taste, wit . . . write for brochure, specifying college, high school or junior high program. 10th Year. Students Abroad, G. Lang, Director, 200 East End Avenue, Building 5, NYC 10028. 212-EN 9-1395.

14-19 COED CAMP French Switzerland. Daily French lessons. June 30th-July 24th; July 26th-August 19th. $325 session. Also available—15 enrollments combination camp, Paris, August with French family. Language Summer France, 212-SU 7-7114 evenings, Box W-617.

UNUSUAL EUROPEAN CAMP. Switzerland, Italy. Coed. French daily. International. Sports. Cultural excursions. Josephine McCarthy, 4705 Henry Hudson Parkway, NYC 10471.

SUMMER INSTITUTE IN EUROPE. Openings for a few boys and girls ages between 14 and 18. Communicate with Stockbridge School, Interlaken, Massachusetts 01266.

VENICE, ITALY, American School. Summer session in art and humanities. Box V-574.

SUMMER EUROPEAN Painting-Drawing Trip—40 days. 6 semester hours undergraduate/graduate credit. Art Department, State University, Bowling Green, Ohio 43402.

FRIENDS WORLD INSTITUTE invites high school students to join summer studytravel to: Mexico; Egypt-East Africa; or western United States and Hawaii. Write FWI, East Norwich, N.Y. 11732.

SUMMER SESSIONS ABROAD®. 17th season. 1 month sessions July or August at the Universities of Madrid, Florence, Rome, Salzburg or the Ecole Pratique in Paris. Includes room, meals, tuition, courses in languages, art, painting, music, dancing, etc., sightseeing, many other features. Only $225 complete! Low cost extensions to all of Europe. Educational Travel Association, 535 Fifth Avenue, NYC 10017.

FOR STUDENTS 15-19. Special travel programs that emphasize doing, rather than just sightseeing, and close contact with people of other lands. Travel with European teenagers and live with a European family; speak French in France all summer; visit a Soviet Youth Camp; study Spanish in Spain—or choose from varied list of trips planned to help you know a part of Europe well. For full catalogue write: George R. Shumlin, Director, The European Travel-Camp, Putney, Vermont 05346. (16th year.)

SUMMER STUDIES ABROAD

PARIS AMERICAN ACADEMY OF MUSIC. Summer in France. July 1st-August 12th. For information: 25 Rue Saint Didier, Paris 16, France.

SUMMER COURSES IN ENGLISH at the Hebrew University of Jerusalem. Six-week session July 11th-August 24th. Courses in Archaeology, Biblical History and Religion, Government and Politics of Israel, Education and Sociology of Israel, Agnon in Modern Hebrew Literature, Modern Hebrew, Field Trips. One year college required. Write or call American Friends of the Hebrew University, 11 East 69th Street, New York, N.Y. 10021. 212-YU 8-8400.

STUDY AND TRAVEL in Mexico or Spain—SPAIN: High School students; 4 weeks study, Granada. Visit Madrid, Toledo, Seville. One week in Paris. Special North African trip optional. MEXICO: High School and College; 4 weeks study, Cuernavaca. Visit Mexico City, Oaxaca, Puebla, Morelia, Patzcuaro, etc. Acapulco (optional). From $535 all inclusive. Write: Dept. R, Scholastic Trips Abroad, Inc., 507 Fifth Avenue, New York, N.Y. 10017.

SUMMER WITH ITALIAN FAMILY. Crafts, sports, languages, sightseeing. Young people 14-20. Contact leader immediately. Miss Elizabeth Wheelwright, Weston, Vermont 05161. Telephone: 802-824-5418.

TRAVEL

BERMUDA rejuvenescences leave New York every Saturday for six days and six nights aboard the Franconia. Call your travel agent or write to Cunard, 25 Broadway, New York, N.Y. 10004.

UNITED NATIONS ASSOCIATION TOURS. Interested in 21-day trips with internationally minded companions? Greece-Spain-Portugal and cruise of Aegean, or European Grand Tour: London-Paris-Rome-Switzerland. Write United Nations Association of N.Y., 345 East 46th Street, New York, N.Y. 10017.

GOING TO ENGLAND? Gail's Budget Guide describes over 150 select economy Hotels and Restaurants. Many thrift suggestions. $1 by mail. Gail's Guides, 132 North Laurel, Los Angeles, California 90048.

WORLDWIDE FREIGHTER GUIDE — $1.25. Rates, schedules, 700 passenger carrying Freighters. TravLtips, 40-21ZL Bell, Bayside, N.Y. 11361.

NEW YORK CITY, HOTEL BEDFORD. 40th Street, Just East of Park Avenue. For the discriminating guest who prefers a quiet and gracious hotel in the midst of New York's most convenient Grand Central area . . . near all shopping and entertainment. Beautifully decorated rooms and suites . . . featuring fully equipped kitchenettes . . . private bath, air-conditioning and TV . . . Ideal for families . . . Moderate rates. Continental Restaurant and Cocktail Lounge. Write Hotel Bedford, 118 East 40th Street, for brochure.

SEE MORE IN EUROPE this summer, see it better and save—traveling with NSA—a choice of 41 flexible trips of 21 to 66 days with other college and graduate students using special rates for travel, accommodations, admissions, etc. available only through NSA. Trips to Europe, Israel and the Far East. Also precollege teenage tours. Write for free book: U.S. National Student Association, Dept. RS18, 265 Madison Avenue, New York, N.Y. 10016. A nonprofit organization for students.

THE BEST WAY IN SAN FRANCISCO? A friendly residence club. Hotel services, two meals, activities among 100 young men and women, cost less than hotel alone. By the day, week, or from $95 per month. Three convenient locations in pleasant residential neighborhoods. Write the Monroe, 1870 Sacramento. Or call 415-GR 4-6200.

OXFORD/CAMBRIDGE DRIVER GUIDE, car, accommodation ancient inns. $18.90 daily rate. Box A-802.

ALAN WATTS TOUR OF JAPAN. September 26th-November 6th, 1967, $1,795, including air fare from West coast, ground transportation and lecture fees. Write Society for Comparative Philosophy, Box 857, Sausalito, California 94965.

SAVE MONEY ON YOUR NEXT TRIP to New York by staying at the Hotel Paris. The Paris is like a Volkswagen . . . we offer all the essential services but no frills; comfort but not luxury; a swimming pool but no night club. Ask for leaflets, "New York for Free" and "How to Enjoy New York." Write to M. L. Walter, Hotel Paris, New York 10025.

BACHELOR PARTY®—Worldwide cruises and tours for single people. Free 36 page catalogue. Dept. SR, Bachelor Party Tours, 444 Madison Avenue, New York 10022.

TRAVEL

PAINT SKETCH TOUR with instructors—London, Amsterdam, Madrid. 2 weeks classes in Palma de Majorca. Brochure 77, Art Mart Inc., 31 North Meramec, St. Louis, Missouri 63105.

FREE—Colorful Travel Poster 24" x 36" when you ask for brochure which tells you how you can purchase the SAAB automobile in Europe for as little as $1,495, also new FREE home delivery plan. Ask Miss Elizabeth Whitcomb, Martin Motors, (SR), 1274 Second Avenue, New York, N.Y. 10021.

HUGE DISCOUNTS with the International Student ID Card. For instance: Air travel in Europe, Israel at 60% less. Same huge savings on hotels, admissions, meals, trains, etc. A must for every traveling student. Write for details: U.S. National Student Association, Dept. AB6, 265 Madison Avenue, New York, N.Y. 10016.

GRAND TOUR OF EUROPE—unmatched, personally escorted—$698. Professor Berg, Saint Mary's College, California 94575.

CHARTER FLIGHT HANDBOOK. 1,100 organizations named. Particulars free. TIB, P.O. Box 105s, Kings Park, N.Y. 11754.

"ESCHEW ENNUI!" CLUB MEDITERRANEE is as much a philosophy of leisure as a vacation club. If you're ready to throw off your civilized shackles for a milieu of grass huts (in some of the world's most beautiful locations), water sports, sun worshipping, free wine, fabulous food and truly cosmopolitan, international company, send for free information to Club Mediterranee, 516 Fifth Avenue, New York, N.Y. 10036 or phone 212-986-1222.

TUDOR HOTEL. 304 East 42nd Street, New York 10017. On N.Y.'s fashionable East Side. One block from U.N. All transportation, churches, shops, theaters only steps away. All newly decorated accommodations have private bath, television and direct dial telephones. Old English lounge and restaurant is N.Y.'s favorite rendezvous. Singles from $8; double from $11 daily. Special family rooms featuring 2 baths and special rates for extended stays. Write for new brochure. 212-YU 6-8800.

EASTERN EUROPE CAPITALS. 22 day adventure seeing Warsaw, Moscow, Leningrad, Kiev, Bucharest, Sofia, Budapest, Prague, West/East Berlin. Departures April to September, $1,198 from NYC. Ask your Travel Agent for brochure or write Maupintour, 270 Park Avenue, NYC 10017.

YACHTING VACATIONS IN EUROPE: Selection comfortable cruising Yachts GREEK ISLANDS, also unattended craft Irish Rivers. V. E. B. Nicholson & Sons (Antigua) Ltd., Lynch's Quay, Cobh, Ireland.

IF YOU CAN PRONOUNCE GUYANA*, you may wish to subscribe to the newsletter for Caribbean cognoscenti. What's new in politics, investments, industry, off-beat islands, hotels, transportation. Twelve monthly issues, $15. (*Guy-ANN-a.) Caribbean Report, Suite 700, 509 Fifth Avenue, New York 10017.

EUROPE—AN UNREGIMENTED TOUR! Discover this bargain. TOURS, 255-B Sequoia, Pasadena, California.

GOING ABROAD? Store your car safely in New York. Indoors, insured, inexpensive. Newbold Garage, 2000 Westchester Avenue, Bronx 62, N.Y. TAlmadge 2-9336.

EUROPE: UNIQUE CULTURAL EXPERIENCE for mature teenagers. Experienced, well-traveled leaders with intellectual backgrounds. Groups, coed, limited to eight. For information contact: Orbach, Seminar on Wheels '67, 10 East 8th Street, NYC 10003. 212-CA 8-8931.

AFRICAN HORIZONS—experienced tour leader, Tunis, Tripoli, tropical Africa, South Africa, Lambarene, etc., exploring cultural, natural and political interests. June 25th-August 2nd. $2,195 includes all. Write George Marshall, 174 Marlboro Street, Boston, Massachusetts 02116.

SUMMER ADVENTURE ABROAD with private coed high school group—contrasting methods of travel: cycle and hostel; train, plane, and hotel; England, France, Italy, Greece, Switzerland. Unique balance of culture and recreation. Experienced leadership of two qualified teachers with impeccable references. Mr. and Mrs. Bernard Boressoff, 27 Nassau Road, Great Neck, New York 11021. 516-HU 7-7770.

EDUCATIONAL SAFARI TO AFRICA—Graduate credit or audit for professionals, visit pyramids, game parks and five nations. 30 days in Africa, 13 days in Europe. Comprehensive cost except European stopover, $1,695. Inquire Summer Session, Clark University, Worcester, Massachusetts 01610.

SAVOR ENGLAND'S CULTURAL BEST. Cambridge Conference studies architecture, archaeology, decorative arts of country houses. Theatre, music, social events in private homes. Ten days in Cambridge; ten in London, Paris, chateau country. Family discounts. Box B-95.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

"My name is Messeret Debebe. My home is Ethiopia. I am a tour guide at the UN"

"My name is Leela Rao. My home is India. I am a tour guide at the UN"

"My name is Karen Lundborg. My home is West Hartford, Connecticut. I am a tour guide at the UN"

"My name is Sheila Nath. My home is Burma. I am a tour guide at the UN"

Come to the U.N.

21,000 visitors come to United Nations Headquarters every week. Guided tours start every 10 minutes 9:15am to 4:45pm, 7 days a week. Tours cost $1.25 for adults, 50¢ for children and students, last one hour, and will fill many letters home.

For a free UN Tour Booklet and Visitor's Button, write to: UN Association of the United States, New York 10017.

Contributed by this magazine as a public service in cooperation with The Advertising Council.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

KINGSLEY DOUBLE-CROSTIC NO. 1722

Reg. U. S. Patent Office

By Joan Hawkins

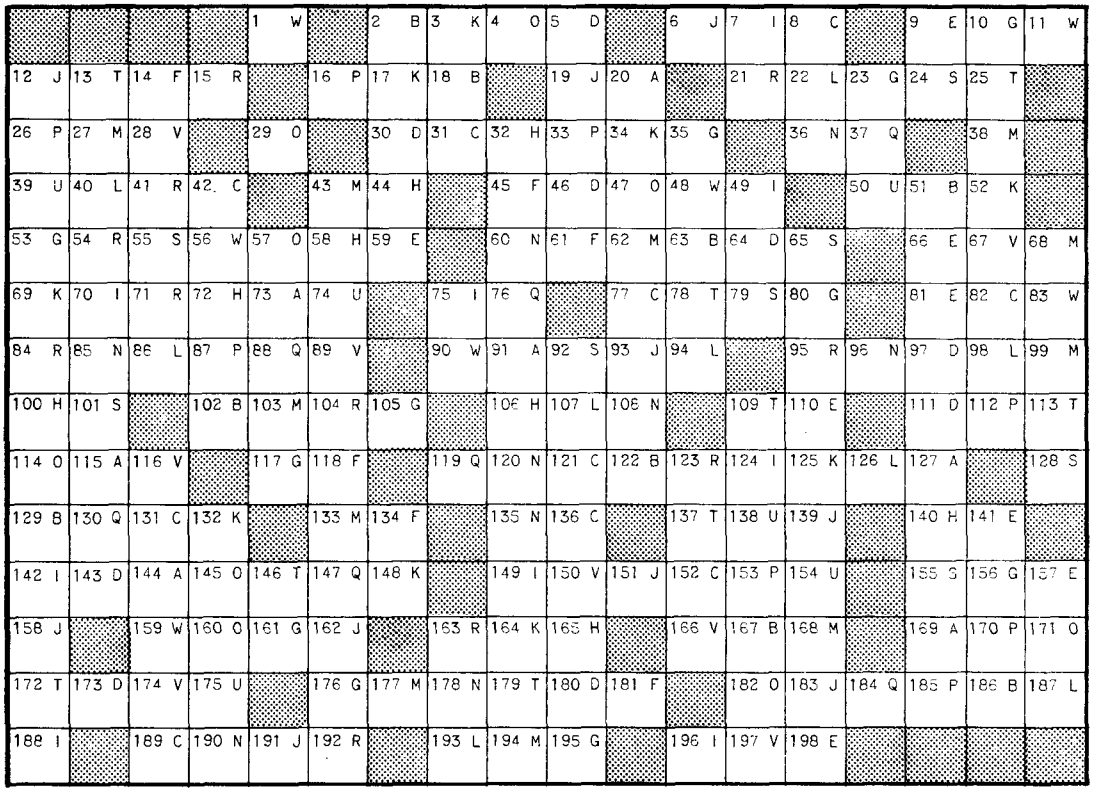
Mrs. Wortman is on a brief vacation. At her request, Joan Hawkins of Louisiana is taking her place. Mrs. Hawkins is no stranger to solvers of Fans' Sections in books of the Double-Crostic SERIES and of the four Special FANS' BOOKS, published by Simon and Schuster and regularly announced in *Saturday Review*.

DEFINITIONS	WORDS
A. Double; duplex.	73 169 115 20 91 144 127
B. Any volcanic glass.	129 18 63 167 51 122 186 102 2
C. To populate too densely.	136 82 31 131 152 8 77 121 189 42
D. A comedy by Plautus, turning upon the resemblance between brothers.	64 5 180 97 143 111 46 30 173
E. Spiritually akin.	157 141 59 9 198 66 110 81
F. Scandinavians of an almost pure Teutonic type.	134 45 61 181 118 14
G. A lattice-enclosed oriel window or balcony.	10 161 105 53 35 176 117 23 80 195 156
H. To display sumptuously; to celebrate; extol.	165 32 106 58 72 100 140 44
I. Rectitude; if divided, means the proper vessel.	70 124 188 7 142 196 49 75 149
J. Parthenogenetic production of females.	158 183 12 93 139 151 6 19 191 162
K. Refreshing drink of sweetened citrus juice and water.	17 164 69 125 148 34 3 52 132
L. Clouded; indistinctly marked.	187 126 86 107 98 40 193 22 94

DEFINITIONS	WORDS
M. In ancient Greece, a command of a thousand men.	68 194 43 168 99 27 177 62 103 133 38
N. Uncommon liability.	178 60 135 36 120 190 96 108 85
O. Southern U.S. city, scene of great activity in the popular-recording industry.	114 29 182 160 4 47 171 145 57
P. The Java plum.	16 112 26 33 87 153 170 185
Q. Master; sir; — a Turkish title of respect.	130 76 37 119 147 88 184
R. Italian policeman.	41 163 84 123 21 104 71 54 192 95 15
S. Intoxicated (rare).	155 65 55 92 79 101 24 128
T. Not closing the eyes; watchful; alert.	179 13 137 109 78 172 146 113 25
U. East Indian cereal grass, Eleusine coracana, furnishing a staple food crop in the Orient.	39 138 175 50 154 74
V. Boring in France. (Ho-hum, M. de G!)	150 67 174 197 89 166 28 116
W. Purifying; detergent.	56 11 83 90 159 1 48

DIRECTIONS

To solve this puzzle you must guess twenty-odd WORDS, the definitions of which are given in the column headed DEFINITIONS. Alongside each definition, there is a row of dashes—one for each letter in the required word. When you have guessed a word, write it on the dashes, and also write each letter in the correspondingly numbered square of the puzzle diagram . . . When the squares are all filled in, you will find that you have completed a quotation from some published work. If read up and down, the letters in the diagram have no meaning . . . Black squares indicate ends of words; if there is no black square at the right side of the diagram, the word carries over to the next line . . . When all the WORDS are filled in, their initial letters spell the name of the author and the title of the piece from which the quotation has been taken. Of great help to the solver are this acrostic feature and the relative shapes of words in the diagram as they develop. Authority for spellings and definitions is Webster's New International Dictionary, Second and Third Editions.



Solution of last week's Double-Crostic will be found on page 22 of this issue.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED